# ONTARIO TRAVEL SURVEY

# 1982

Tourism Research Section

ONTARIO MINISTRY OF TOURISM AND RECREATION

March, 1985

Ontario

Ministry of Tourism and Recreation

Province of Ontario
Queen's Park
Toronto, Canada
M7A 2R9

John Eakins
Minister
Jim Keenan
Deputy Minister

## TABLE OF CONTENTS


| | | Page |
|---|---|---|
| FORWARD | | 1 |
| HIGHLIGHTS | | |
| (a) | Visitation | 2 |
| (b) | Expenditure | 2 |
| (c) | Socio-Economic Characteristics of Overnight Travellers | 3 |
| TRIP CHARACTERISTICS | | |
| (i) | Same Day Travel By Origin Region | 5 |
| (ii) | One or More Nights Travel by Origin Region | 7 |
| (iii) | Length of Stay | 9 |
| (iv) | Seasonality by Length of Stay | 11 |
| (v) | Trip Purpose by Length of Stay | 13 |
| (vi) | Accommodation | 15 |
| (vii) | Activities Participated In At Main Destination By Length of Stay | 16 |
| (viii) | Distance Travelled to Main Destination | 18 |
| (ix) | Mode of Transportation by Length of Stay | 19 |
| TRIP EXPENDITURES | | |
| (i) | Expenditure by Origin Region | 21 |
| (ii) | Average Expenditure By Origin and Destination Region | 23 |
| (iii) | Itemized Expenditure | 25 |
| SOCIO-ECONOMIC CHARACTERISTICS OF OVERNIGHT VISITORS | | |
| (i) | Age of Overnight Travellers | 27 |
| (ii) | Education Level of Overnight Travellers | 29 |
| (iii) | Occupation (Chief Wage Earner) of Overnight Travellers | 31 |
| (iv) | Household Income of Overnight Travellers | 33 |
| APPENDICES | | |
| I | Map — Ontario Travel Association Areas | 34 |
| II | Table: II-A -Same Day and One or More Night Travel by Destination Region | 36 |
| | II-B -Seasonality of Travel in Ontario by Length of Stay | 37 |
| | II-C -Total Expenditure in Ontario by Origin and Destination Region | 38 |
| III | Definitions | |
| | A. Measurement of Household Travel | 39 |
| | B. Expenditure Types | 40 |

| | | Page |
|---|---|---|
| IV | Technical Report | |
| | A. The Sample | 41 |
| | B. The Trip | 42 |
| | C. Data Collection | 43 |
| | D. Expenditure Data | 46 |
| | E. Weighting and Estimating Procedures | 51 |
| | F. Sampling Error | 55 |
| V | Household Questionnaire and Trip Diary | 58, 64 |

# FORWARD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of Ontario residents travelling within the province. Travel by non-residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and development programs for this Travel Association Area in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, purpose of trip, accommodation used, activity participation, distance travelled, mode of transportation, expenditures, and socio-economic characteristics.

This calendar year 1982 study, which was conducted by Canadian Facts, involved about 4,300 households each maintaining a travel diary for a two month period. Each qualifying trip taken by a member of the household was recorded in detail. Full details on survey methodology are contained in the Technical Appendix.

For any further queries in regards to the methodology employed or to this publication, please contact:

Tourism Research Section
Ontario Ministry of Tourism and Recreation
77 Bloor Street West
Toronto, Ontario
M7A 2R9

(Telephone: (416) 965-5725)

## HIGHLIGHTS

## FESTIVAL COUNTRY

### (a) Visitation

There was a total of 15.558 million travellers to this Travel Association Area, or about 19 per cent of the total number of travellers in Ontario. Approximately 52 per cent originated in Festival Country and 27 per cent in Metro Toronto.

This area was the destination for about 22 per cent of all resident same day person-trips to the province and about 12 per cent of all overnight person-visits.

Festival Country receives a disproportionately large number of same day trips compared to the province as a whole. This high incidence of same day travel is due primarily to the larger resident population level in the region itself and in nearby Metro Toronto. Both same day and overnight travel is concentrated in the summer quarter.

Visiting friends or relatives is the main trip purpose mentioned by a majority (59 per cent) of overnight visitors to this region. Recreation /pleasure is mentioned second most often (30 per cent).

Within the region, non-commercial accommodation is used for about 75 per cent of person-nights. Staying with friends or relatives accounts for the largest number of person-nights (65 per cent). Campgrounds or trailer parks are the most often used form of commercial accommodation (12 per cent).

Shopping and participation in outdoor or sporting activities are the two most common activities mentioned for the region.

Ninety-one per cent of same day and 65 per cent of overnight person-trips come to the region from within one hundred miles. Only 15 per cent of overnight trips come from over 200 miles away.

### (b) Expenditure

A total expenditure of $587.4 million was made in this area, or about 15 per cent of the total expenditure made within Ontario. Residents of Festival Country generate the largest expenditure ($366.3 million) in the region.

Festival Country has the lowest average expenditure ($37.76) of all regions, primarily due to the high incidence of visiting friends and relatives travel and the well below average length of stay for trips in the region.

The largest expenditure in this area was $134.1 million on retail/other miscellaneous items, or about 23 per cent of the total amount spent in the region.

## (c) Socioeconomic Characteristics of Overnight Travellers

Comparing the age of overnight visitors to the region with overnight visitors to the province, it can be seen that the province as a whole receives a larger proportion of visitors in the mid-range between 25 and 44 years inclusive.

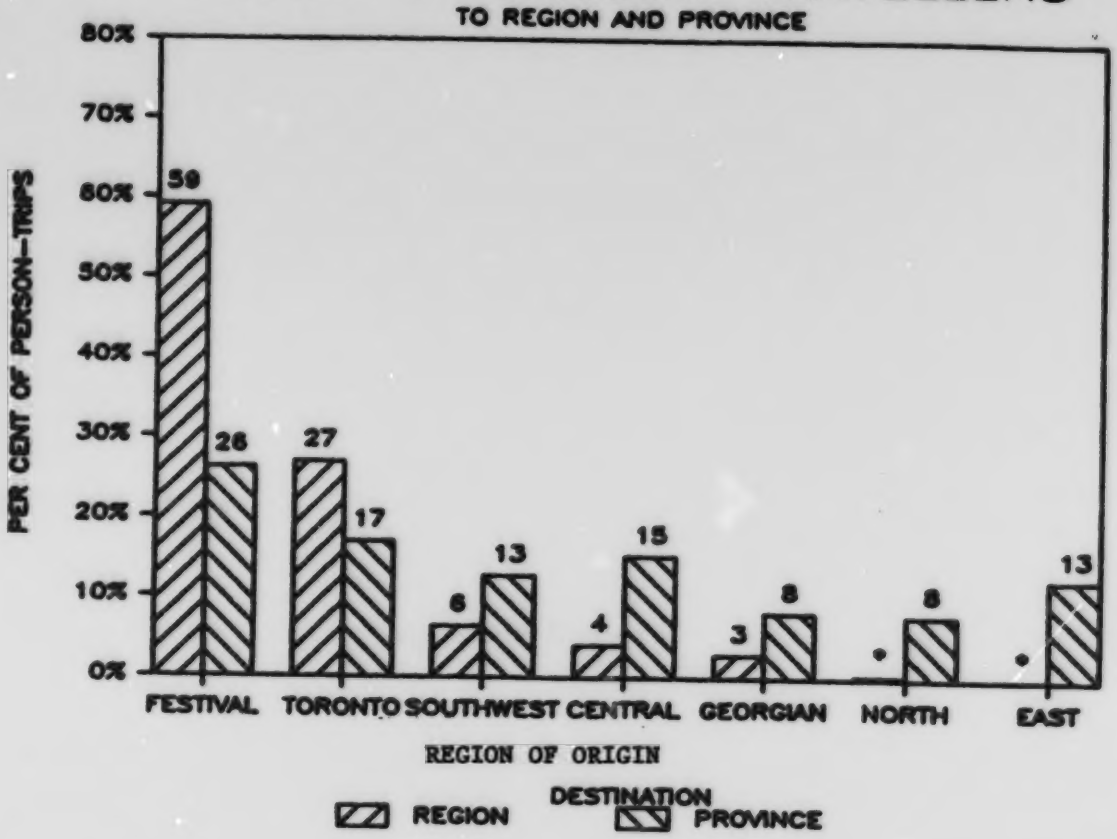
About 43 per cent of overnight visitors to the region have attained post-secondary education, which is essentially comparable to the province in general.

Almost two thirds of overnight visitors to the region come from households where the chief wage earner is a professional/business person or a skilled labourer.

Festival Country tends to receive proportionately fewer overnight person-visits from upper income households ($30,000 and up) than the province as a whole.

# DETAILED FINDINGS

# ORIGIN OF SAMEDAY TRAVELLERS




* Less than 0.5%.

## TRIP CHARACTERISTICS

### (i) Same Day Travel By Origin Region

| Origin | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| Festival Country | 6,962 | 59.2 | 14,035 | 26.3 |
| Metro Toronto | 3,171 | 26.9 | 9,082 | 17.0 |
| Southwestern | 755 | 6.4 | 6,797 | 12.7 |
| Central Ontario | 478 | 4.1 | 8,162 | 15.3 |
| Georgian Lakelands | 338 | 2.9 | 4,375 | 8.2 |
| Ontario North | 47 | 0.4 | 4,230 | 7.9 |
| Ontario East | 12 | 0.1 | 6,742 | 12.6 |
| Total (Base: Person-Trips ('000)) (1) | 11,763 | 100.0 | 53,423 | 100.0 |
| Average Party Size Per Trip: | 1.93 | | 1.88 | |

Festival Country was the destination for 11.763 million person-trips which account for 22 per cent of all same day person-trips within the province. (2) This gives it the largest share of the same day market.

Two regions account for about 86 per cent of Festival Country's same day person-trips. These are the region itself (59 per cent), and Metro Toronto (27 per cent).

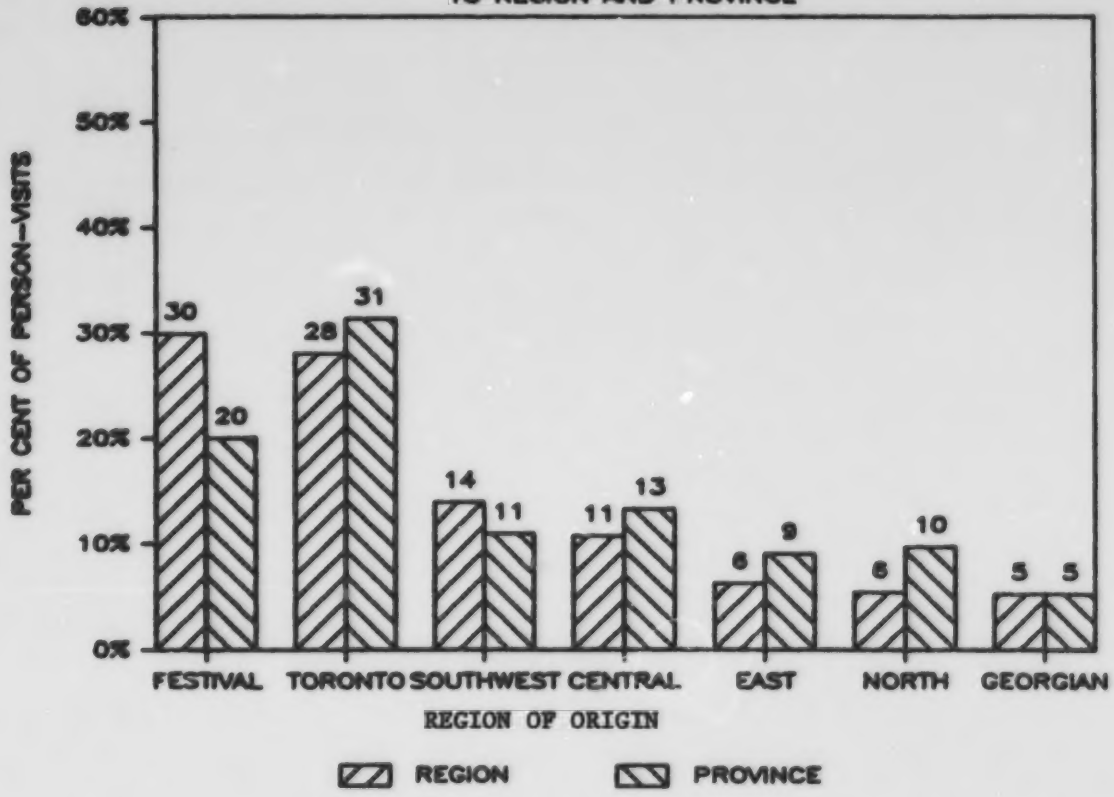
Although only 26 per cent of person-trips in Ontario as a whole originate in Festival Country, 59 per cent of person-trips to Festival Country originate in that Region. This indicates that Festival Country residents are overrepresented amongst same day visitors to this region in relation to the total province. Same day visitors to Festival Country originating in Metro Toronto are also over-represented, due in large part to the proximity of one region to the other, and to the many attractions available in the Niagara Falls area.

The average party size for Festival Country is 1.93 persons, as compared to the provincial average of 1.88.

(1) See Appendix III for definition.
(2) See Appendix Table II-A for total of same day person-trips for all destination regions.

# ORIGIN OF OVERNIGHT TRAVELLERS

## TO REGION AND PROVINCE



## (ii) One Or More Nights Travel By Origin Region

| Origin | Destination: Region # | Region % | Province # | Province % |
|---|---|---|---|---|
| Festival Country | 1,139 | 30.0 | 6,187 | 20.1 |
| Metro Toronto | 1,067 | 28.1 | 9,653 | 31.4 |
| Southwestern | 530 | 14.0 | 3,380 | 11.0 |
| Central Ontario | 411 | 10.8 | 4,095 | 13.3 |
| Ontario East | 241 | 6.3 | 2,803 | 9.1 |
| Ontario North | 207 | 5.5 | 3,008 | 9.8 |
| Georgian Lakelands | 200 | 5.3 | 1,638 | 5.3 |
| Total (Base: Person-Visits ('000)) (1) | 3,795 | 100.0 | 30,764 | 100.0 |
| Average Party Size Per Trip: | 1.86 | | 1.84 | |

Festival Country was the destination for 3.795 million person-visits, which account for 12 per cent of all overnight person-visits within the province. (2) This gives it the fourth largest share of the overnight market behind only Georgian Lakelands (21 per cent), Central Ontario (19 per cent), and Northern Ontario (14 per cent) regions.

Four regions account for about 83 per cent of Festival Country's overnight person-visits. These are the region itself (30 per cent), Metro Toronto (28 per cent), Southwestern (14 per cent), and Central Ontario (11 per cent).

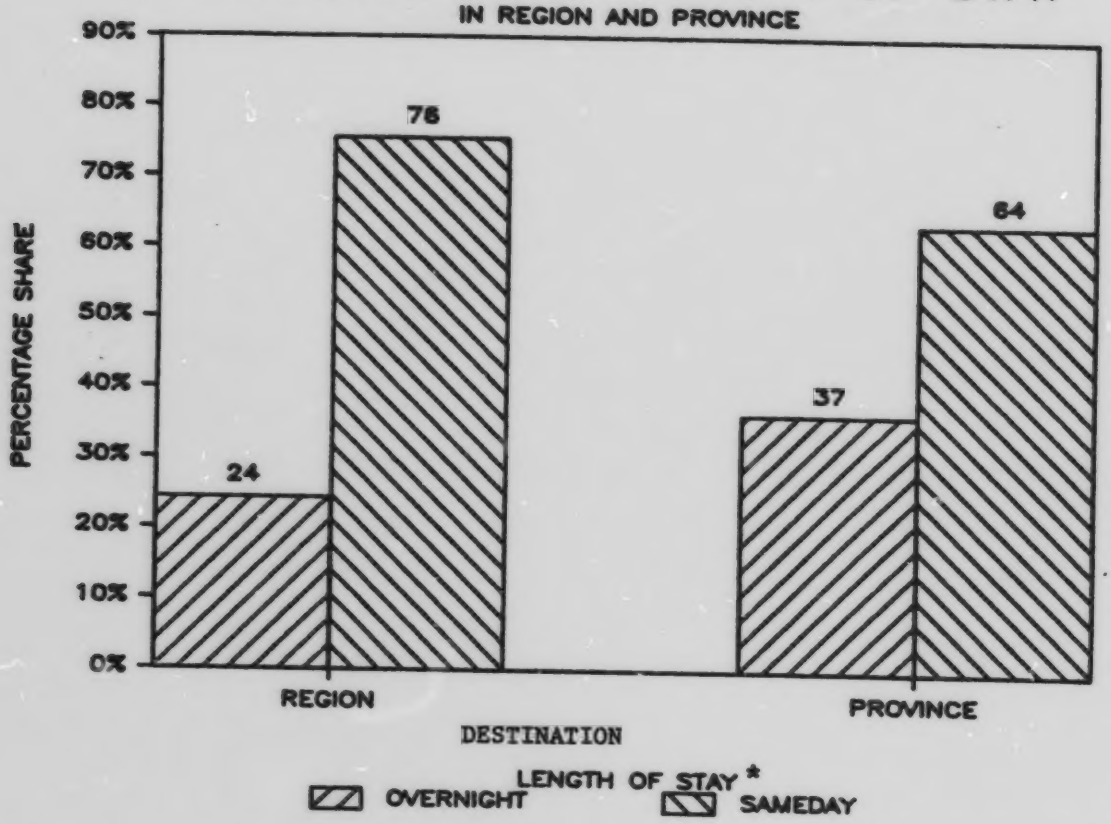
Although only 20 per cent of person-visits in Ontario as a whole originate in Festival Country, 30 per cent of person-visits to Festival Country originate in that region. This indicates that Festival Country residents are overrepresented amongst overnight visitors to that region in relation to the total province. This is due in large part to the larger resident population level in the region itself. On the other hand, overnight visitors to Festival Country originating in Metro Toronto are underrepresented.

The average party size for Festival Country is 1.86 persons, as compared to the provincial average of 1.84.

(1) See Appendix III for definition.
(2) See Appendix Table II-A for total of overnight person-visits for all destination regions.

# TRAVELLERS BY LENGTH OF STAY

## IN REGION AND PROVINCE




* Overnight is reported in person-visits, while same day is in person-trips.

## (iii) Length Of Stay

| Length of Stay | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| Same Day (1) | 11,763 | 75.6 | 53,423 | 63.5 |
| One or More Nights (2) | 3,795 | 24.4 | 30,764 | 36.5 |
| Total | 15,558 | 100.0 | 84,187 | 100.0 |

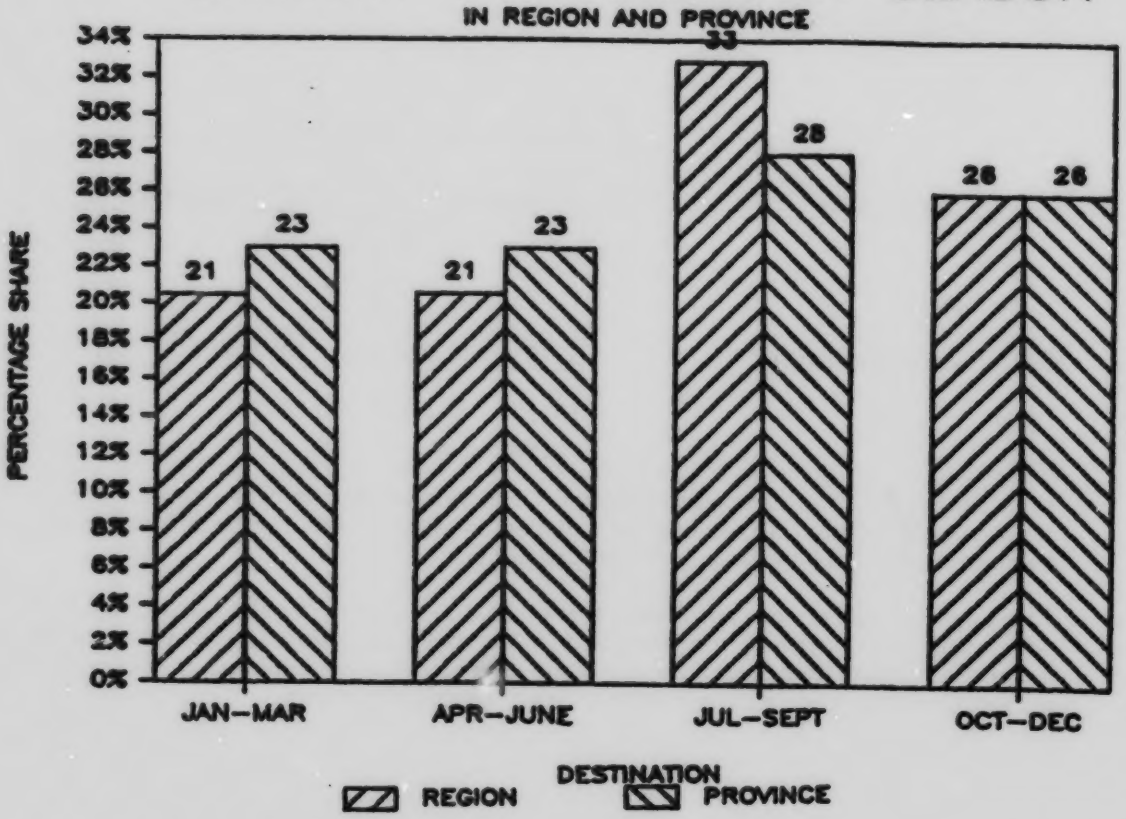
A greater proportion of trips to Festival Country than to the province as a whole are same day trips. Three-quarters of person-trips to the region are same day compared with only two-thirds to the province.

This high incidence of same day travel is due in part to the large resident population level in the region itself and in Metro Toronto which generates a large amount of same day travel. By the same token, the large population base within a short distance leads to a low incidence of overnight visitors.

(1) Pertains to Person-Trips ('000).
(2) Pertains to Person-Visits ('000).

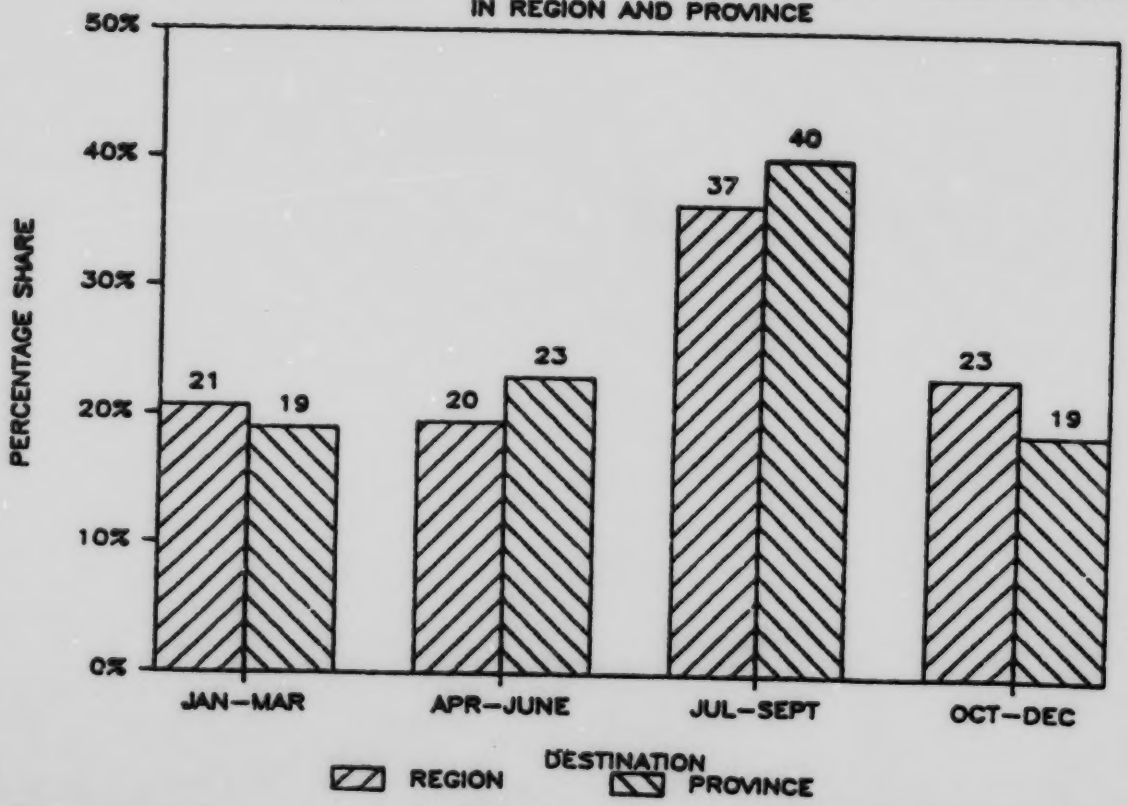
## SAMEDAY* TRAVELLERS BY SEASON

IN REGION AND PROVINCE




## OVERNIGHT* TRAVELLERS BY SEASON

IN REGION AND PROVINCE




* Overnight is reported in person-visits, while same day is in person-trips.

(iv) **Seasonality By Length Of Stay**

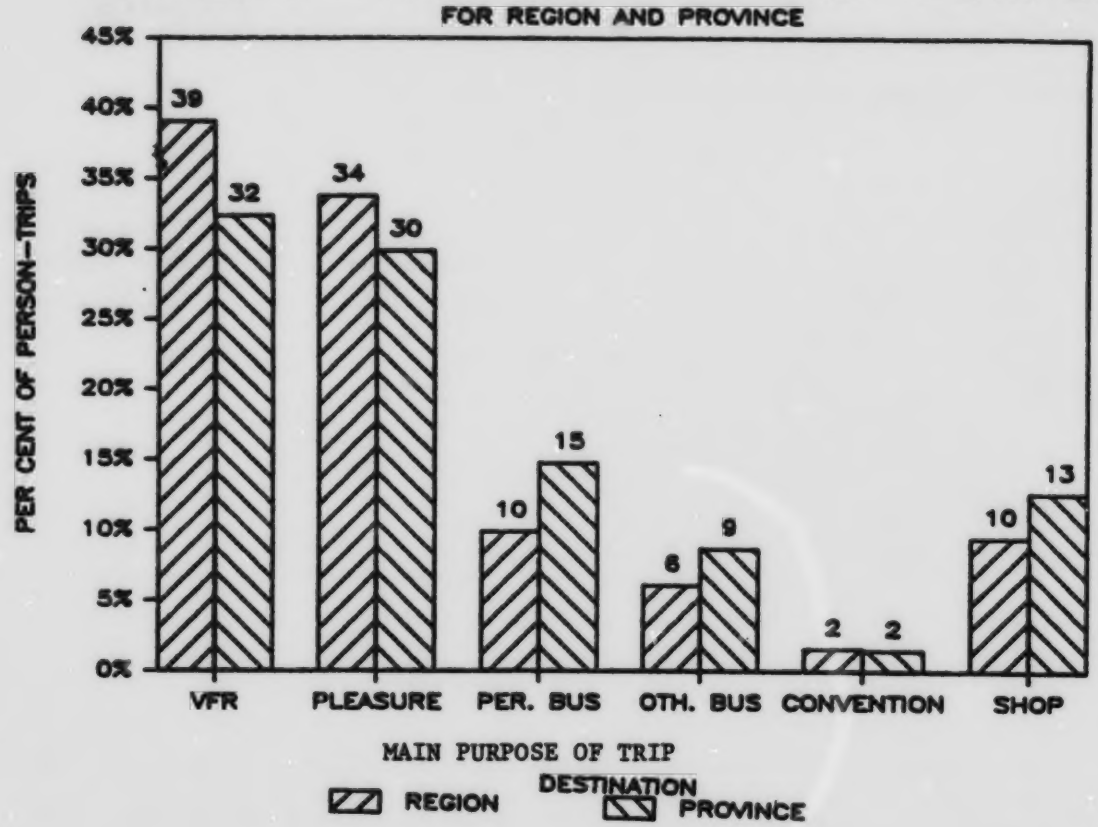
| Season | Same Day (1) | One or More Nights (2) |
|---|---|---|
| | % | % |
| Jan./Feb./Mar. | 20.5 | 20.7 |
| Apr./May/June | 20.6 | 19.5 |
| July/Aug./Sept. | 32.9 | 36.5 |
| Oct./Nov./Dec. | 26.0 | 23.3 |
| Total | 100.0 | 100.0 |
| Base: ('000): | 11,763 | 3,795 |

About one-third of visits are made in the third quarter, July through September. This is true for both same day and overnight trips. A slightly larger percentage of same day trips than overnight trips are found in the fourth quarter. The incidence of overnight travel to the region during the third quarter (37 per cent) is slightly lower than to Ontario (40 per cent) as a whole. (3)

(1) Pertains to Person-Trips to the Region.
(2) Pertains to Person-Visits to the Region.
(3) See Appendix Table II-B for seasonality of travel in Ontario in general.

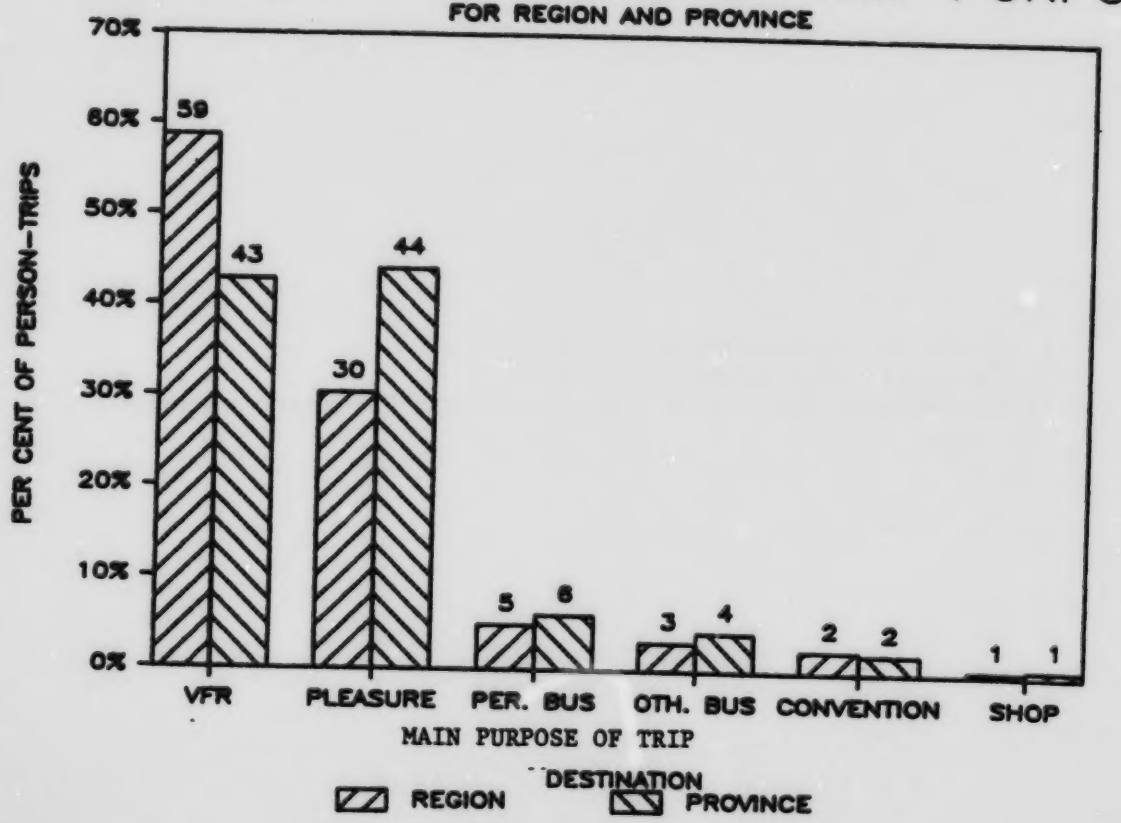
# SAMEDAY TRAVELLERS BY TRIP PURPOSE

FOR REGION AND PROVINCE




# OVERNIGHT TRAVELLERS BY TRIP PURPOSE

FOR REGION AND PROVINCE



## (v) Trip Purpose By Length of Stay

| Main Purpose | Destination: Region — Same Day | Region — One or More Nights | Province — Same Day | Province — One or More Nights |
|---|---|---|---|---|
| | % | % | % | % |
| Visting Friends/ Relatives | 39.1 | 58.8 | 32.4 | 42.9 |
| | 72.9 | 89.2 | 62.3 | 87.0 |
| Recreation/ Pleasure | 33.8 | 30.4 | 29.9 | 44.1 |
| Personal Business | 9.9 | 4.9 | 14.8 | 6.0 |
| Other Business | 6.1 | 3.1 | 8.7 | 4.2 |
| Attending Convention | 1.6 | 2.4 | 1.5 | 2.1 |
| Shopping | 9.5 | 0.5 | 12.7 | 0.7 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |
| Base: Person-Trips ('000) | 11,763 | 3,531 | 53,423 | 28,537 |

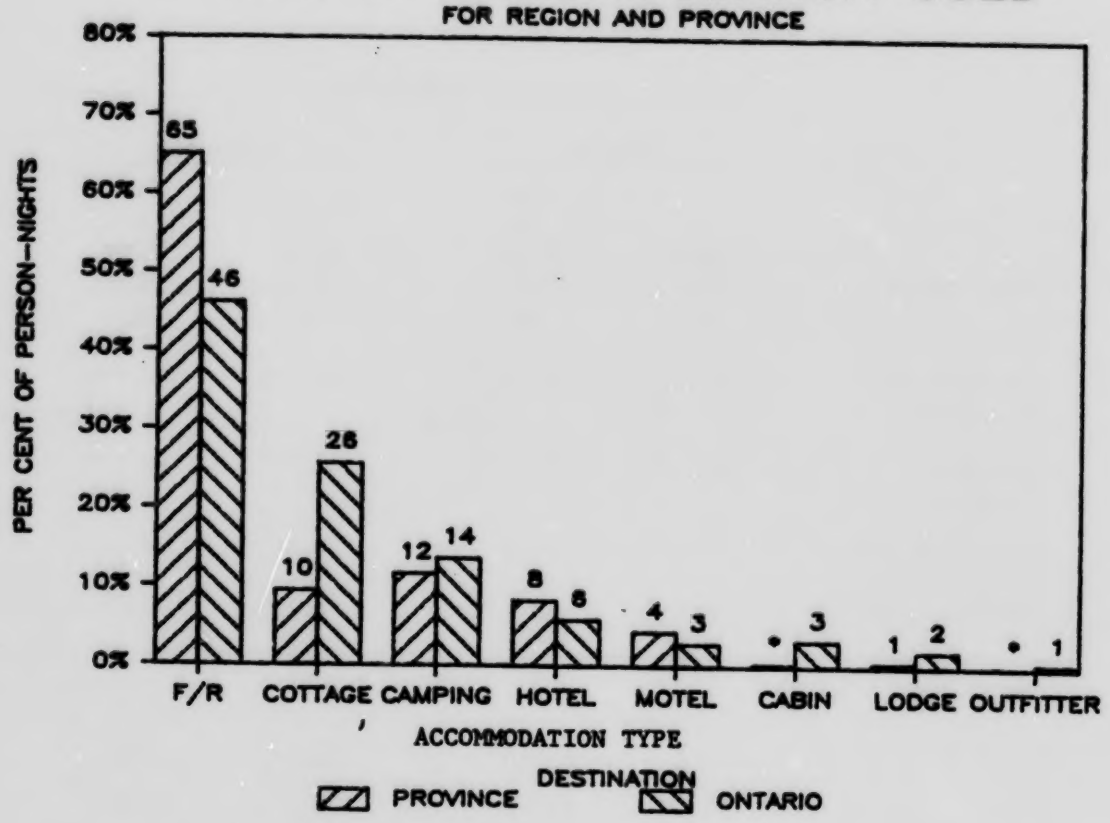
Visiting friends or relatives and recreation/pleasure are the main trip purposes cited for both same day and overnight trips. Together, these two categories account for at least three-quarters of same day person-trips in the region. In the case of overnight trips, these two purposes account for almost nine out of every ten person-trips in the region. Personal business and shopping account for an additional 20 per cent of same day trips, and fewer overnight trips (5 per cent). Attending conventions account for only a very small proportion of both types of trips.

In comparing the regional performance to the province in total, it can be seen that Festival Country receives a greater proportion of same day trips for visiting friends/relatives and recreation/pleasure purposes than does the province as a whole. This increased number is primarily at the expense of reduced personal business and shopping visits.

The overnight trips to the region also differ in their distribution across purpose from the province in total. Proportionately, more regional trips are taken for the purpose of visiting friends or relatives (due to the dense population bases in this region and Metro Toronto) and proportionately fewer for recreation/pleasure purposes.

# TYPE OF ACCOMMODATION USED

## FOR REGION AND PROVINCE




* Less than .05%.

(vi) **Accommodation**

| Accommodation | Destination: Region # | Region % | | Province # | Province % | |
|---|---|---|---|---|---|---|
| Friends/Relatives | 5,321 | 65.1 | 74.6 | 38,283 | 46.2 | 71.9 |
| Private Cottage | 780 | 9.5 | | 21,282 | 25.7 | |
| Camping/Trailer Park | 959 | 11.7 | | 11,253 | 13.6 | |
| Hotel/Motor Hotel | 681 | 8.3 | | 4,886 | 5.9 | |
| Motel | 357 | 4.4 | | 2,370 | 2.9 | |
| Commerical Cottage/ Cabin | 27 | 0.3 | | 2,761 | 3.3 | |
| Resort Lodge | 40 | 0.5 | | 1,669 | 2.0 | |
| Outfitter/Outpost | 5 | 0.1 | | 439 | 0.5 | |
| Total (Base: Person-Nights ('000)) | 8,170 | 100.0 | | 82,943 | 100.0 | |

Within the region, non-commercial accommodation is used for 75 per cent of person-nights. This is consistent with what is found for the province as a whole. Where the region differs, however, is in the distribution of person-nights between staying with friends/relatives and at private cottages. Sixty-five per cent of person-nights spent in Festival Country are spent at friends/relatives compared with only 46 per cent for Ontario at large. This is consistent with the high percentage of travellers whose main purpose for travelling is to visit friends/relatives in the region. By the same token, private cottage is underrepresented in Festival Country compared with the total province.

Commercial accommodation accounts for 25 percent of total person-nights in the region. Camping or trailer parks make up the largest share of commercial person-nights spent in the region, followed by hotels or motor hotels and then motels.

## (vii) Activities Participated In At Main Destination By Length Of Stay

| Activities | Same Day | One or More Nights |
|---|---|---|
| | % | % |
| Went Shopping | 24.0 | 40.1 |
| Participated In Outdoor Or Sporting Activity | 15.3 | 24.6 |
| **Attended ...** | | |
| Sporting Events | 6.0 | 6.3 |
| Live Theatre, Dance or Music Concert | 2.6 | 9.0 |
| **Visited ...** | | |
| Museums, Galleries | 2.3 | 4.5 |
| Historical Site | 4.6 | 8.1 |
| Exhibitions, Fairs, Special Events | 7.6 | 8.6 |
| Attractions, Zoos, Amusement Parks | 7.3 | 11.4 |
| Went on Boat or Rail Tours | 1.3 | 2.5 |
| Other Activities | 42.3 | 43.5 |
| Total (1) | 113.3 | 158.6 |
| Base: Person-Trips ('000) | 11,763 | 3,531 |
| Average No. of Activities per Person-Trip: | 1.13 | 1.59 |

The two most important activities for same day trips are shopping (24 per cent) and participating in an outdoor or sporting activity (15 per cent). These two activities also rank highest on overnight trips, although in each case a greater proportion of person-trips are associated with the activities than on same day trips (40 per cent and 25 per cent, respectively).

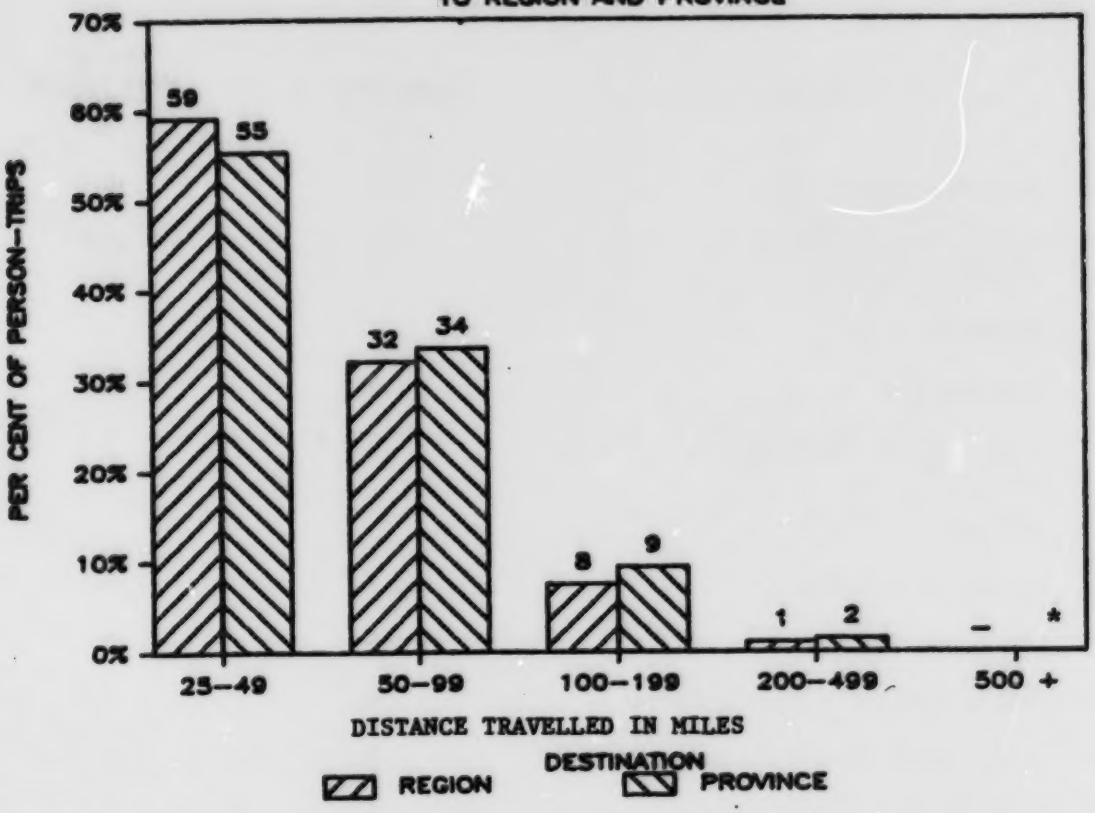
Interestingly, live theatre, dance or concerts are more likely to be attended during an overnight trip than on a same day trip.

On average, more activities are associated with overnight trips (1.59 activities per person-trip) than same day trips (1.13).

(1) Percentages add to more than 100 per cent as person-trips can be associated with multiple activities.

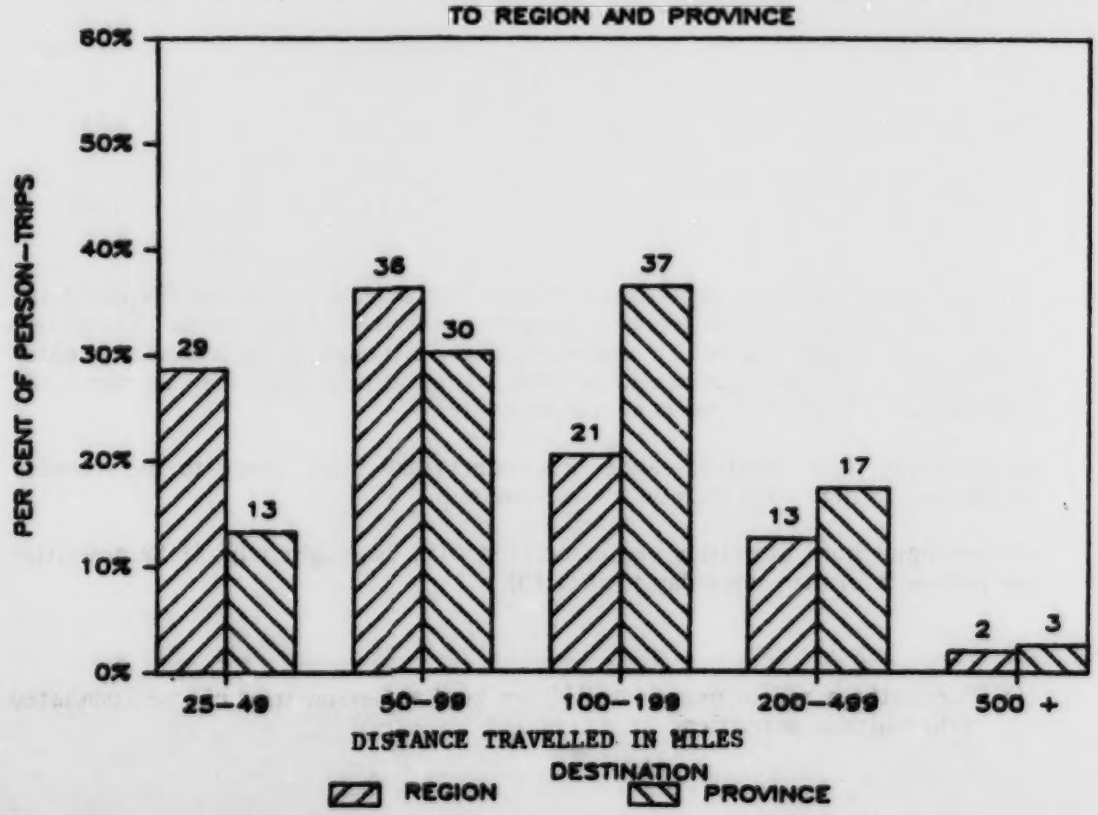
# SAMEDAY VISITS BY DISTANCE TRAVELLED

TO REGION AND PROVINCE




# OVERNIGHT VISITS BY DISTANCE TRAVELLED

TO REGION AND PROVINCE




* Less than 0.5%.

## (viii) Distance Travelled To Main Destination

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| Distance | Same Day | One or More Nights | Same Day | One or More Nights |
| | % | % | % | % |
| 25-49mi/40-79km | 59.2 | 28.7 | 55.4 | 13.3 |
| 50-99mi/80-159km | 32.2 | 36.3 | 33.7 | 30.2 |
| | 91.4 | 65.0 | 89.1 | 43.5 |
| 100-199mi/160-320km | 7.5 | 20.5 | 9.4 | 36.5 |
| 200-499mi/321-804km | 1.1 | 12.6 | 1.5 | 17.4 |
| 500mi/805km and over | - | 2.0 | * | 2.6 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |
| Base: Person-Trips ('000) | 11,763 | 3,531 | 53,423 | 28,537 |

Consistent with the time restrictions inherent in a same day trip, almost all same day trips are within 100 miles from home. This is true for both same day trips to the region (91 per cent) and within the province in general (89 per cent).

The distribution of overnight trips taken to Festival Country, however, differs from similar trips within the province. Almost two-thirds of person-trips to Festival Country (65 per cent) come from a distance of less than 100 miles compared with only 44 per cent of Ontario trips. In fact, 29 per cent of Festival Country visitors are travelling less than 50 miles on overnight trips. This is twice as high as that found in the province in general. This overrepresentation of short distance trips is very likely a reflection of the higher incidence of visiting friends/relatives discussed earlier.

Ontario travellers in general take more of their trips in the mid-distance range of 100 to 199 miles.

* Less than .05%.

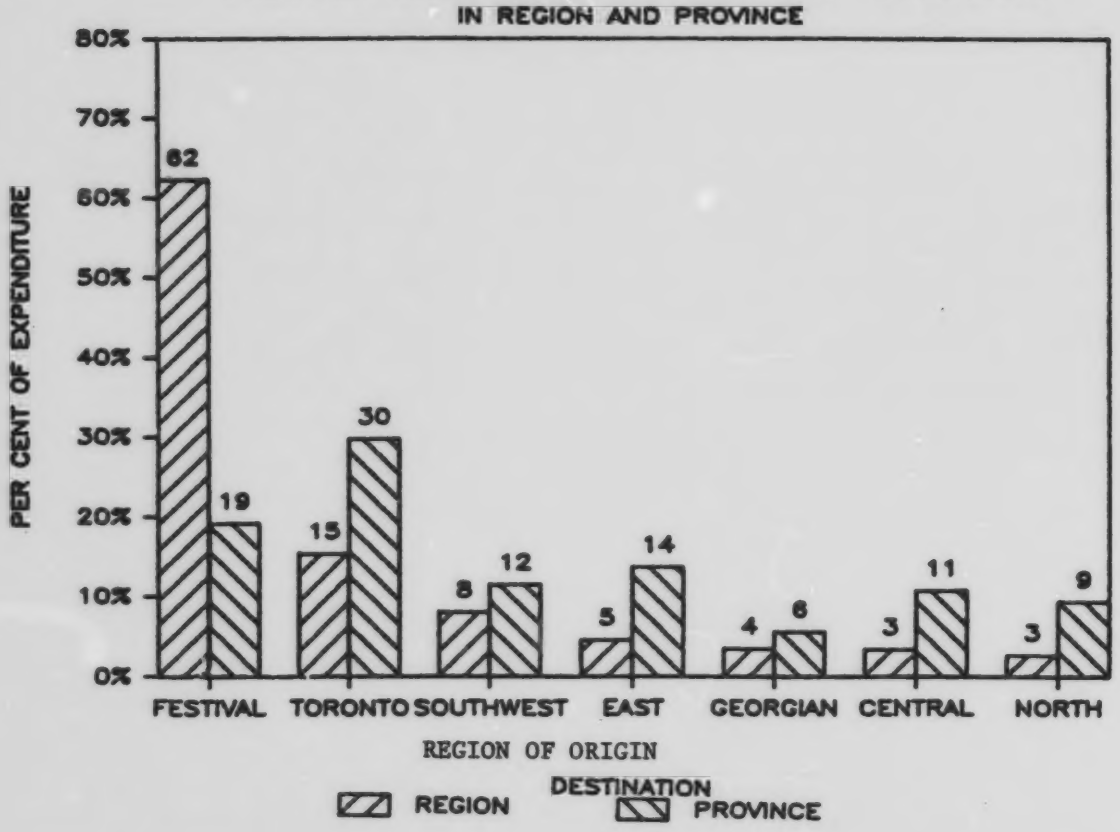
## (ix) Mode Of Transportation By Length of Stay

| Mode | Same Day | One or More Nights |
|---|---|---|
| | % | % |
| Automobile/Van | 96.5 | 93.4 |
| Bus (Scheduled/Chartered) | 2.8 | 4.5 |
| Air (Scheduled/Chartered) | 0.2 | 0.2 |
| Train | 0.3 | 1.8 |
| Ship/Boat | - | - |
| Other | 0.2 | 0.1 |
| Total | 100.0 | 100.0 |
| Base: Person-Trips ('000): | 11,763 | 3,531 |

The dominant mode of travel, regardless of length of stay, is the automobile, which is used by over 90 per cent of both same day and overnight travellers.

# TOTAL EXPENDITURE BY ORIGIN

IN REGION AND PROVINCE



## TRIP EXPENDITURES

### (i) Expenditure By Origin Region

**Expenditure (Millions of Current $)**

| Origin | Destination: Region | | Destination: Province | |
|---|---|---|---|---|
| | $ | % | $ | % |
| Festival Country | 366.3 | 62.3 | 779.3 | 19.2 |
| Metro Toronto | 90.3 | 15.4 | 1,208.2 | 29.8 |
| Southwestern | 47.6 | 8.1 | 468.6 | 11.5 |
| Ontario East | 26.8 | 4.6 | 554.0 | 13.7 |
| Georgian Lakelands | 20.6 | 3.5 | 228.3 | 5.6 |
| Central Ontario | 20.0 | 3.4 | 437.1 | 10.8 |
| Ontario North | 15.8 | 2.7 | 380.3 | 9.4 |
| Total | 587.4 | 100.0 | 4,055.8 | 100.0 |

Festival Country receives 15 percent of total tourism revenue generated within the province or $587.4 million. (1) This is the third largest region of expenditure exceeded only by Metro Toronto and Ontario East Regions. Although the average expenditure per trip by travellers in this region is the lowest compared to all the other regions, the high absolute volume of visitors in the region is mainly responsible for the relatively high share of total expenditure in the province.

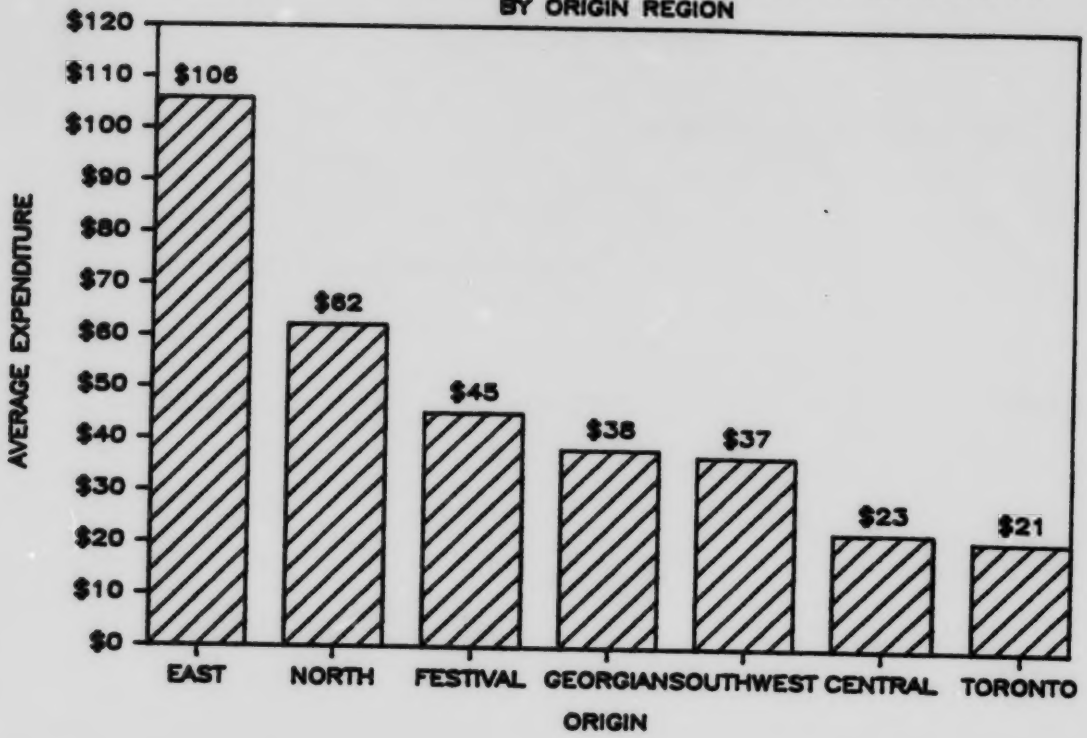
Festival Country residents overwhelmingly generate the largest share of tourism expenditure in the region (62 per cent or $366.3 million). Lagging far behind is the next largest generator of tourism revenue to the region which is Metro Toronto at $90.3 million.

Festival Country Region receives almost one-half (47 percent) of the total tourism expenditures made by Festival Country residents in Ontario.

(1) See Appendix Table II-C for total expenditure by original and destination regions.

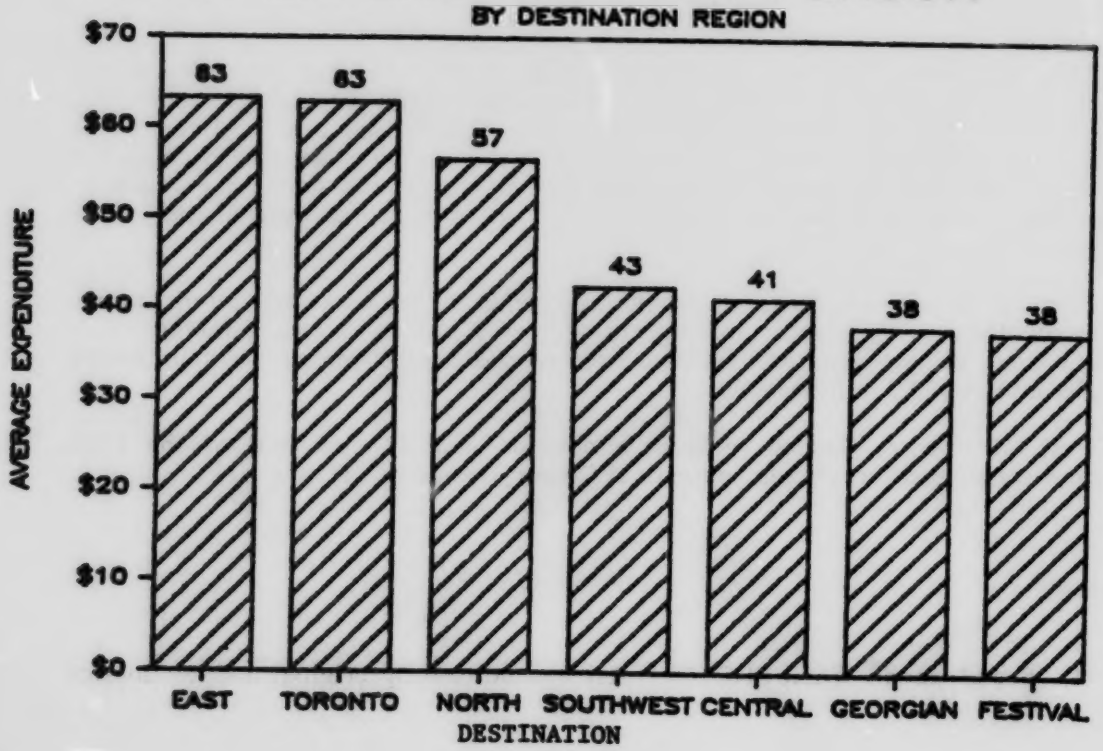
# AVG. EXPENDITURE PER PERSON

BY ORIGIN REGION




# AVG. EXPENDITURE PER PERSON

BY DESTINATION REGION



## (ii) Average Expenditure by Origin and Destination Region

**Average Expenditure Per Traveller Per Trip (1) (Current $)**

| Origin Of Travellers In Region | $ | Destination Region | $ |
|---|---|---|---|
| Ontario East | 105.93 | Ontario East | 63.28 |
| Ontario North | 62.20 | Metro Toronto | 62.79 |
| Festival Country | 45.22 | Ontario North | 56.50 |
| Georgian Lakelands | 38.29 | Southwestern | 42.53 |
| Southwestern | 37.04 | Central Ontario | 41.26 |
| Central Ontario | 22.50 | Georgian Lakelands | 38.23 |
| Metro Toronto | 21.31 | Festival Country | 37.76 |
| Regional Average | 37.76 | Provincial Average | 48.18 |

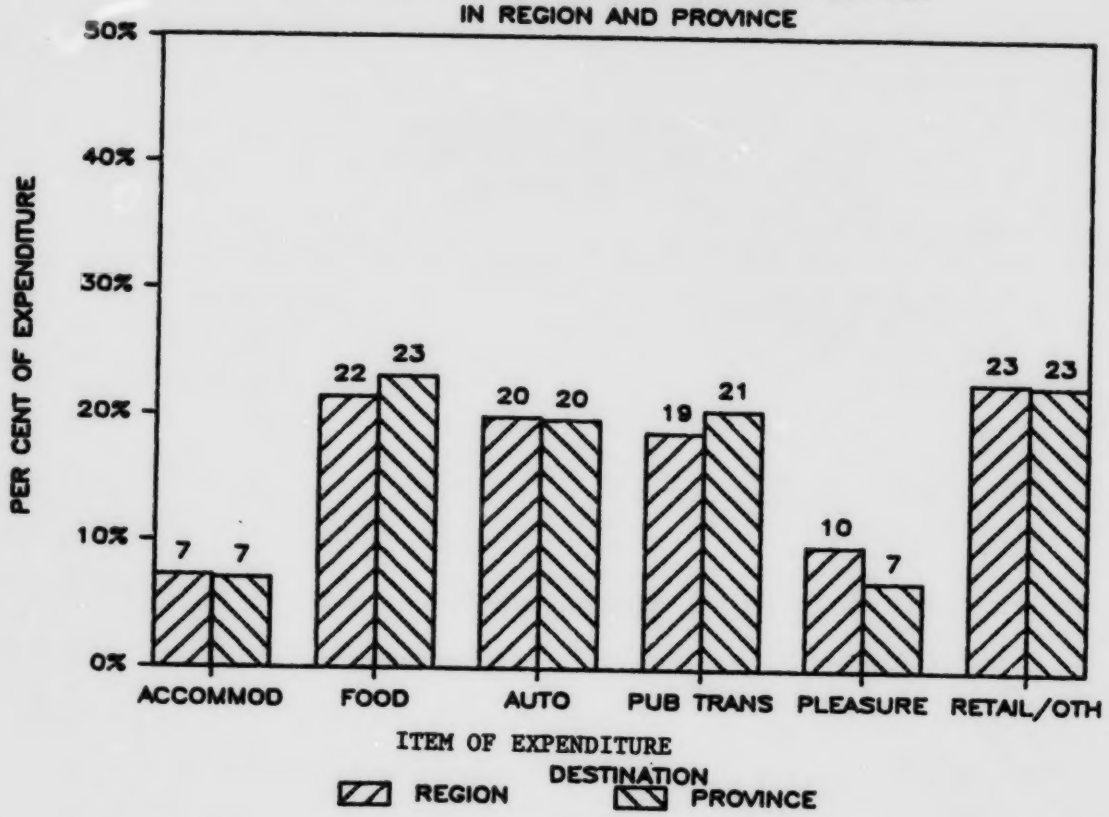
The average expenditure in Festival Country ($37.76) is the lowest when compared to all other regions. This is a function of a higher incidence of visiting with friends or relatives and well below average length of stay for a trip in the region.

The highest average expenditure in the region is generated by Ontario East residents ($105.93), followed by Ontario North ($62.20) and Festival Country ($45.22). The high averages for the first two regions could be due to the longer travel distances between these regions and Festival Country resulting in a tendency towards a longer length of stay in the main destination region.

(1) Any length of stay.

# ITEMIZED EXPENDITURE

## IN REGION AND PROVINCE



(iii) **Itemized Expenditure**

**Expenditure (Millions of Current $)**

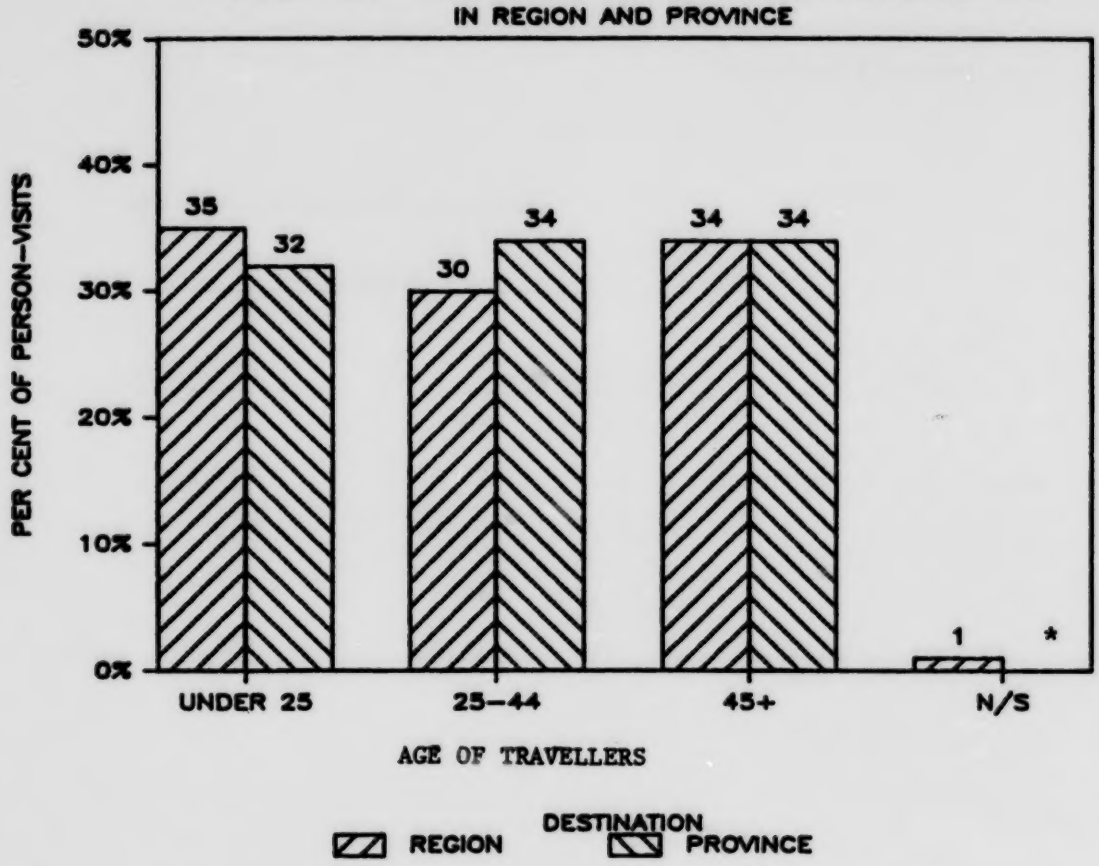
| Item | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | $ | % | $ | % |
| Retail/Other Miscellaneous | 134.1 | 22.8 | 915.7 | 22.6 |
| Food/Beverage | 126.6 | 21.5 | 934.5 | 23.1 |
| Automobile | 116.9 | 19.9 | 798.6 | 19.7 |
| Public Transportation (Canadian Carriers) | 109.6 | 18.7 | 832.6 | 20.5 |
| Recreation/Pleasure | 57.4 | 9.8 | 285.1 | 7.0 |
| Accommodation | 42.8 | 7.3 | 289.3 | 7.1 |
| Total | 587.4 | 100.0 | 4,055.8 | 100.0 |

The major expenditure categories for the region are retail (23 per cent), food/beverage (22 per cent), and automobile (20 per cent). The proportion spent on each category does not differ significantly from that found in the province as a whole.

This pattern is interesting considering the abnormally high incidence of VFR travel in the region which would normally precipitate a much lower proportion of total expenditure on food/beverage. Perhaps one explanation of this could be that the region experiences a very large influx of non-VFR same day visitors who would tend to have a proportionately higher expenditure on food and beverage.

# AGE OF OVERNIGHT TRAVELLERS

## IN REGION AND PROVINCE




* Less than 0.5%.

## SOCIO-ECONOMIC CHARACTERISTICS OF OVERNIGHT TRAVELLERS

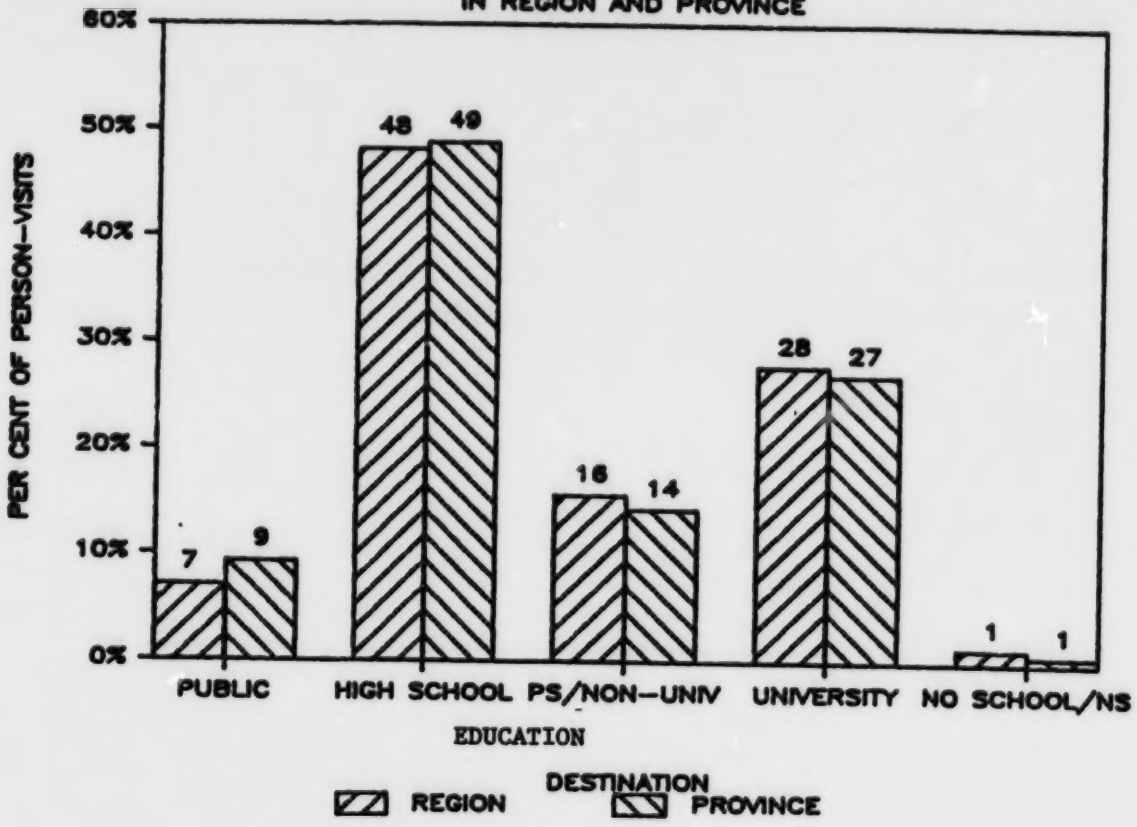
### (i) Age Of Overnight Travellers

| Age | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | % | | % | |
| Under 15 years | 17.1 | | 17.2 | |
| 15 - 19 years | 7.4 | 35.0 | 6.1 | 32.0 |
| 20 - 24 years | 10.5 | | 8.7 | |
| 25 - 34 years | 19.1 | | 18.9 | |
| 35 - 44 years | 11.2 | 30.3 | 14.7 | 33.6 |
| 45 - 54 years | 11.9 | | 13.5 | |
| 55 - 64 years | 12.2 | 34.3 | 12.3 | 34.2 |
| 65 Years and Over | 10.2 | | 8.4 | |
| Did Not State | 0.5 | | 0.3 | |
| Total | 100.0 | | 100.0 | |
| Base: Person-Visits ('000) | 3,795 | | 30,764 | |

Any grouping of travellers by age is, to a large extent, an arbitrary one. Looking at the distribution of travellers by age, however, we find that the numbers lend themselves to division into approximately thirds. About one-third of Festival Country overnight travellers are under 25 years, about one-third between 25 and 44 years, and another third 45 years and over. If we break the overnight travellers to the total province in the same way, we find that the province as a whole receives a slightly higher proportion of visitors in the mid-age range (between 25 and 44 years), and slightly fewer visitors under 25 years.

# EDUCATION OF OVERNIGHT TRAVELLERS

IN REGION AND PROVINCE



## (ii) Education Level of Overnight Travellers

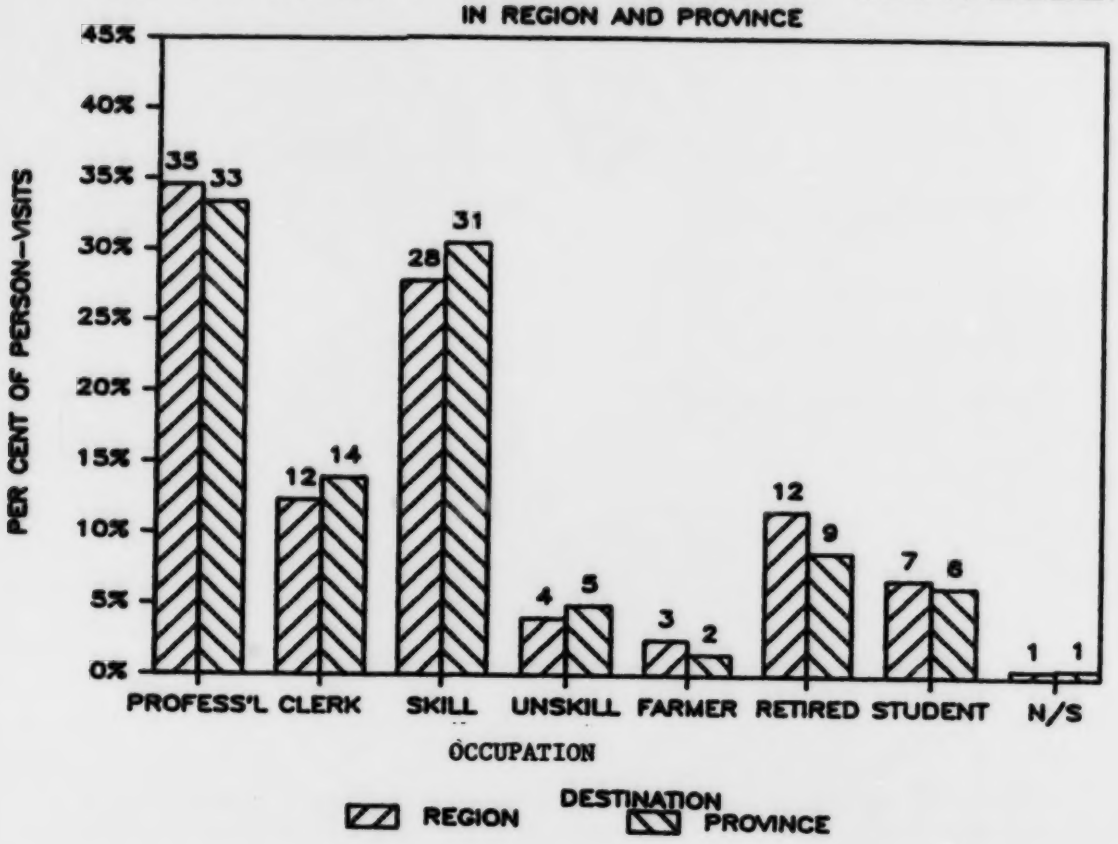
| Education (1) | Destination | | | |
|---|---|---|---|---|
| | Region % | | Province % | |
| Public/Elementary | 7.1 | | 9.3 | |
| Secondary/High School | 48.2 | | 48.8 | |
| Post-Secondary (Non-university) | 15.6 | 43.4 | 14.3 | 41.3 |
| University | 27.8 | | 27.0 | |
| No Formal Schooling | - | | 0.1 | |
| Did Not State | 1.3 | | 0.6 | |
| Total | 100.0 | | 100.0 | |
| Base: Person-Visits ('000) | 3,146 | | 25,475 | |

About 43 per cent of overnight Festival Country travellers have completed post-secondary schooling. This is consistent with the education profile of visitors to the province as a whole.

(1) Pertains to travellers 15 years of age and over.

# OCCUPATION OF OVERNIGHT TRAVELLERS

IN REGION AND PROVINCE

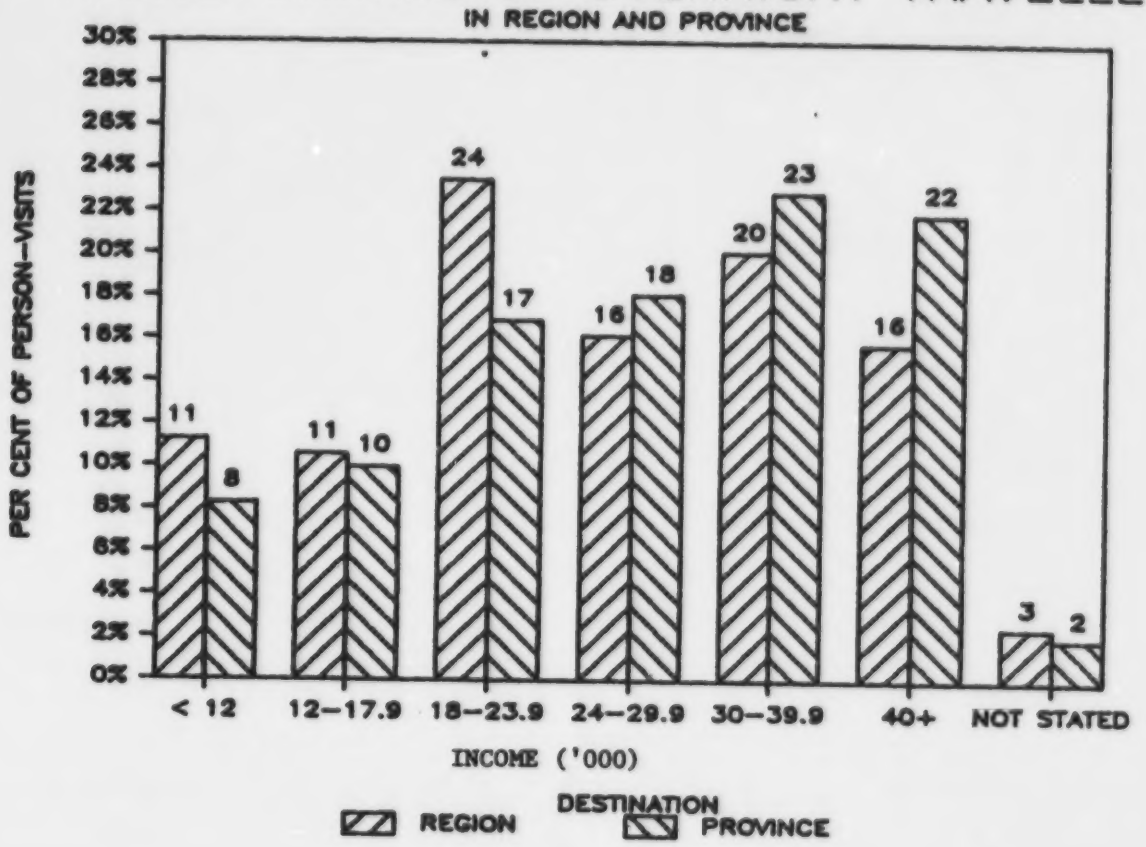


### (iii) Occupation (Chief Wage Earner) Of Overnight Travellers

| Occupation | Destination | |
|---|---|---|
| | Region | Province |
| | % | % |
| Professional, Business Executive, Owner/Manager | 34.6 | 33.4 |
| Skilled Labour | 27.8 | 30.5 |
| | 62.4 | 63.9 |
| Sales/Clerical | 12.3 | 13.9 |
| Unskilled Labour | 4.0 | 4.9 |
| Farmer | 2.5 | 1.5 |
| Retired, Pensioned | 11.6 | 8.7 |
| Student/Unemployed/ Homemaker | 6.8 | 6.3 |
| Did Not State | 0.5 | 0.6 |
| Total | 100.0 | 100.0 |
| Base: Person-Visits ('000) | 3,795 | 30,764 |

Almost two thirds (62 per cent) of overnight visitors to the region come from households where the chief wage earner is a professional/business person or a skilled labourer. This is consistent with the provincial profile. Retired/pensioned visitors are slightly overrepresented in this region at 12 per cent.

# HHOLD INCOME OF OVERNIGHT TRAVELLERS



(iv) **Household Income Of Overnight Travellers**

| Household Income | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | % | | % | |
| Less than $12,000 | 11.3 | 21.9 | 8.3 | 18.3 |
| $12,000 - $17,999 | 10.6 | | 10.0 | |
| $18,000 - $23,999 | 23.5 | 39.7 | 16.9 | 35.0 |
| $24,000 - $29,999 | 16.2 | | 18.1 | |
| $30,000 - $39,999 | 20.1 | 35.9 | 22.9 | 44.8 |
| $40,000 and over | 15.8 | | 21.9 | |
| Did Not State | 2.5 | | 2.0 | |
| Total | 100.0 | | 100.0 | |
| Base: Person-Visits ('000): | 3,795 | | 30,764 | |

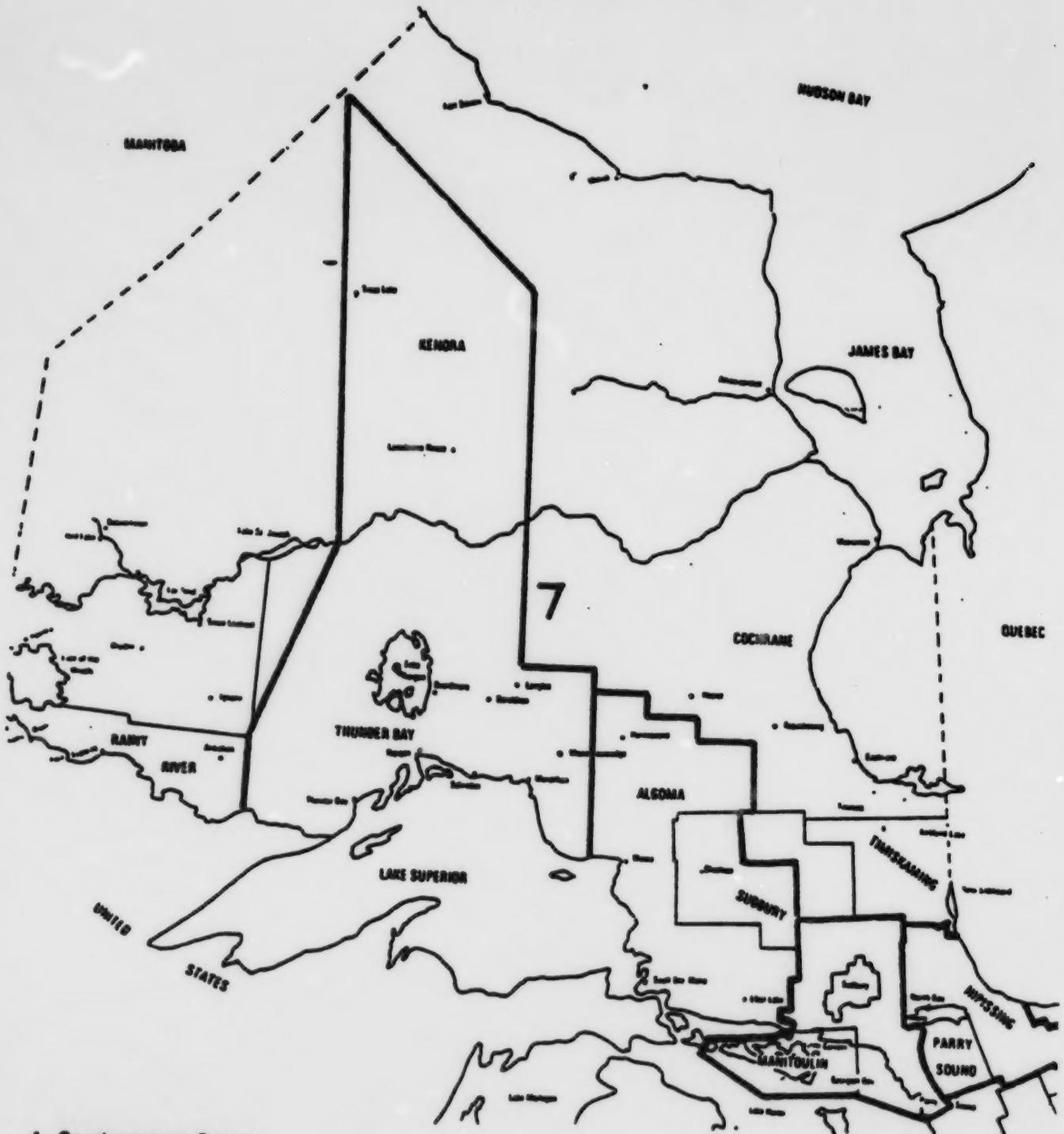
About 22 per cent of the overnight travellers to the region are from households having a total income of less than $18,000, 40 per cent are in the mid-income range of $18,000 - $29,999, and 36 per cent fall within the $30,000 and over grouping. The province as a whole has proportionately fewer travellers in the low and mid-income range and more travellers in the higher income category.

# APPENDIX 1

## MAPS

# ONTARIO MINISTRY OF TOURISM AND RECREATION
# TRAVEL ASSOCIATION AREAS

# ONTARIO MINISTRY OF TOURISM AND RECREATION
## TRAVEL ASSOCIATION AREAS




1. Southwestern Ontario
2. Festival Country
3. Georgian Lakelands
4. Metropolitan Toronto
5. Central Ontario
6. Ontario East
7. Ontario North

# APPENDIX II

## TABLES

## TABLE II-A

### Same Day and One or More Night Travel By Destination Region

| Destination | Same Day(1) | | One or More Nights(2) | | Total | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| Festival Country | 11,763 | 22.0 | 3,795 | 12.3 | 15,558 | 18.5 |
| Metro Toronto | 10,487 | 19.6 | 3,551 | 11.6 | 14,038 | 16.7 |
| Central Ontario | 8,058 | 15.1 | 5,737 | 18.7 | 13,795 | 16.4 |
| Georgian Lakelands | 4,794 | 9.0 | 6,490 | 21.1 | 11,284 | 13.4 |
| Southwestern | 7,558 | 14.1 | 3,237 | 10.5 | 10,795 | 12.8 |
| Ontario East | 6,771 | 12.7 | 3,517 | 11.4 | 10,288 | 12.2 |
| Ontario North | 3,992 | 7.5 | 4,437 | 14.4 | 8,429 | 10.0 |
| TOTAL | 53,423 | 100.0 | 30,764 | 100.0 | 84,187 | 100.0 |

(1)Pertains to Person - Trips ('000).

(2)Pertains to Person-Visits ('000).

## TABLE II-B

### Seasonality of Travel in Ontario By Length of Stay

| Season | Same Day (1) % | One or More Nights (2) % |
|---|---|---|
| Jan./Feb./Mar. | 23.3 | 18.9 |
| Apr./May/June | 22.6 | 22.7 |
| July/Aug./Sept. | 28.0 | 39.6 |
| Oct./Nov./Dec. | 26.1 | 18.8 |
| TOTAL | 100.0 | 100.0 |
| BASE: ('000) | 53,423 | 30,764 |

(1) Pertains to Person - Trips to Ontario

(2) Pertains to Person - Visits to Ontario

## TABLE II-C

### Total Expenditure in Ontario, By Origin and Destination Region (Millions of Current $)

| | Destination | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | South-Western | Festival Country | Georgian Lakelands | Metro Toronto | Central Ontario | Ontario East | Ontario North | Total | % of Total |
| Southwestern | 306.6 | 47.6 | 25.0 | 48.9 | 8.8 | 17.9 | 13.8 | 468.6 | 11.6 |
| Festival Country | 41.3 | 366.3 | 108.7 | 80.2 | 50.2 | 86.1 | 46.5 | 779.3 | 19.2 |
| Georgian Lakelands | 29.4 | 20.6 | 99.3 | 39.0 | 12.5 | 14.7 | 12.8 | 228.3 | 5.6 |
| Metro Toronto | 53.3 | 90.3 | 144.3 | 544.2 | 226.4 | 81.6 | 68.1 | 1,208.2 | 29.8 |
| Central Ontario | 13.4 | 20.0 | 27.5 | 73.7 | 256.9 | 25.1 | 20.5 | 437.1 | 10.8 |
| Ontario East | 11.8 | 26.8 | 10.6 | 55.3 | 11.6 | 415.8 | 22.1 | 554.0 | 13.6 |
| Ontario North | 3.3 | 15.8 | 16.0 | 40.2 | 2.8 | 9.8 | 292.4 | 380.3 | 9.4 |
| TOTAL | 459.1 | 587.4 | 431.4 | 881.5 | 569.2 | 651.0 | 476.2 | 4,055.8 | 100.0 |
| % | (11.3) | (14.5) | (10.6) | (21.8) | (14.0) | (16.1) | (11.7) | (100.0) | |

# APPENDIX III

# DEFINITIONS

## A. MEASUREMENT OF HOUSEHOLD TRAVEL

### 1. Household-Trip

A trip involving one person or a group of persons from the same household, leaving and returning together. For example, if four persons from one household leave and return together, it counts as one household-trip. If they all belong to different households, it counts as four household-trips.

### 2. Person-Trip*

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person-trips.

### 3. Person-Night

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person-nights.

### 4. Person-Visit*

A person-trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop overnight in another area, there is a count of four person-visits.

*During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked for his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measure of the actual number of people visiting each region. For example, a resident of southwestern Ontario might give Ottawa as his main destination, when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

## B. EXPENDITURE TYPES

### 1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recreational vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

### 2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination. Includes local transportation expenditure within the local area or any places stopped at during the trip, and pertains to taxis, public transit, etc.

### 3. Accommodation

Expenditure made in regards to commerical accommodation rooms/units, either during trip or prior (when part of prepaid package).

### 4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bills.

### 5. Recreation/Pleasure

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

### 6. Retail/Other Miscellaneous

Retail trade purchases during trip on such items as souvenirs, gifts, medical costs, clothing, personal services (i.e. laundry, barber, etc.), art, appliances, furnishings, etc.

# APPENDIX IV

# TECHNICAL REPORT

## A. THE SAMPLE

### 1. Universe Covered

The universe sampled was all households in Ontario, excluding military bases, Indian reserves, institutions and the most remote northern areas.

### 2. Sampling The Universe

The sample was drawn in four main quarterly sample replicates, each representing the Ontario population of households. Each quarterly sample was then randomly allocated into three monthly samples.

The primary sampling unit (PSU) was the Enumeration Area (E.A.). The selection of PSU's was carried out separately for urban areas of 10,000 population or more and for rural/small urban areas.

a) Urban Areas--10M Population or Greater

Each of the urban areas in Ontario with population 10M or greater was represented at least once. In total, 50 localities were included. For each locality, EA's were randomly selected proportionate to population from a list of stratified EA populations. The stratification variables were income within geographic area.

The selected EA's were then stratified by city size within six geographic regions of the province and allotted in sequence to each of the four quarterly samples. Each of the quarterly samples were then allocated in the same manner to each of the three months of the quarter.

b) Small Urban and Rural Areas

For rural and small urban areas, 86 areas were selected proportionate to population from a cumulative list of such locations. Within each of the selection locations, an average of 2.8 PSU's were selected based on the geographically stratified EA's within the location. Each of the PSU's was then allocated to a separate quarter of the year.

Within each selected PSU (EA) a block (or route in the case of rural areas) was selected at random. The households were selected at specific intervals on the block. No substitution of these households was permitted. A 9-household cluster size in urban areas and an 8-household cluster size in rural areas was specified.

## B. THE TRIP

The main purpose of the study was to determine the number of qualifying trips by households and individuals, and to describe those trips in terms of origin, destination, purpose, activities, mode of transportation, expenditure and accommodation. A qualifying trip was defined as a round trip to a location of at least 25 miles one way from home, for a purpose other than:

- commuting to school or work
- as an operator or crew member of commerical carriers (including trucks)
- for sales calls or deliveries

Within a household all qualifying trips were covered except those by children under 15 when not accompanied by an adult (15+) member of that household.

## C. DATA COLLECTION

Prior to production of the final field materials, the household questionnaire, the Trip Diary and the interviewer instructions were subjected to field pre-tests. The final pre-test entailed the installation of 25 diaries and the completion of 24. Field procedures and the questionnaire formats were examined in detail subsequent to completion of the pre-test. Changes indicated by the pre-test were incorporated into the final documents used in the study.

### 1. Fieldwork

The data were collected by two methods:

1) A personal interview.

2) A diary left with the household for a two month period.

Up to four visits were made to obtain contact and cooperation from the households. At the initial interview information was obtained on basic household and individual characteristics, and recent travel. Instruction was also given on the completion of the diary and eventual collection.

During the two month diary period three interim telephone calls were made to the person responsible for the diary. The first took place as close as possible to the second day of the first recording month, the second at the beginning of the second month, and the third just a day or two prior to scheduled pick-up. The purpose was to motivate continuance in the project and to clarify any aspects of reporting that might have arisen. At the end of the period the diary was personally collected. The completeness of the record was reviewed at this time.

#### Specific Field Controls

When Trip Diaries were first placed in a household, interviewers described the features that would facilitate completion by the respondent.

#### Four Example Trips

Narrative descriptions of four "example" trips were presented at the front of the Trip Diary, along with corresponding "completed" diary pages. Respondents were taken through a minimum of one of these examples by the interviewer at the time the diary was placed.

#### Trip Recording Directions Fold-Out

The Trip Diary was constructed with a fold-out sheet at the back, and respondents were instructed to open the Trip Recording Directions fold-out while completing a Trip Diary page. In the extended position, the respondent would be faced with a Trip Diary page on the left, and recording instructions (along with reference codes for further discussion of an item in the guide) on the right. This

procedure was designed to ensure maximum accessibility to reference information as the trip information was being recorded, and was demonstrated to the respondent by the interviewer at the time of placement.

**The Guide**

A detailed Guide for completing the Trip Diary, cross-referenced by item number to the Trip Recording Directions fold-out, was included in the Trip Diary binder. These detailed instructions included information on definitions, and provided examples of types of items that should be included in specific categories. Interviewers reviewed the Guide with respondents during the placement interview.

**Travel Expense Log**

Portable Travel Expense Logs were provided in a binder pocket of the Trip Diary. These booklets were designed as memory aids in which respondents could log expenses as they occurred. Interviewers advised respondents to take the Log along on household trips, especially when such trips were to involve overnight stays. Respondents were also instructed to transfer information entered in the Log to the Trip Diary.

Other procedures in place in the course of the fieldwork to maximize the accuracy of the data included:

-- a Diary Review Checklist of items in the Trip Diary to be examined by the interviewer at final retrieval. This checklist included an edit of the Trip Diary for internal consistency, missing information, and legibility; and

-- a mail-back envelope for return of the Trip Diary if the respondent was not available for either of two pre-established retrieval interviews.

The person responsible for ensuring the diary was completed was typically the female head of the household. This procedure was intended to maximize response, since in the supplier's experience, greater cooperation is received from female heads of household, both in the acceptance and regular reporting of household diary studies. An incentive was offered. For each of the 12 sample months, diary completers were included in a draw for a cash prize of $300. Of all households eligible to receive a diary 72 per cent were interviewed and 51 per cent both accepted and completed the diary.

## 2. Analysis Of Response

The figures below show the yield from the first stage household interview and the second stage diary completion for the four quarterly samples and in total.

| | SAMPLE | | | | |
|---|---|---|---|---|---|
| | Months 1-3 | Months 4-6 | Months 7-9 | Months 10-12 | Total 12 Months |
| Total Households Assigned | 2252 | 2145 | 2145 | 2117 | 8659 |
| Not A Primary Residence | 19 | 10 | 16 | 7 | 52 |
| Household Plans To Move Within Next Two Months | 23 | 33 | 31 | 23 | 110 |
| Total Potential Diary Placements | 2210 | 2102 | 2098 | 2087 | 8497 |

| | No. | % | No. | % | No. | % | No. | % | No. | % |
|---|---|---|---|---|---|---|---|---|---|---|
| No One At Home | 260 | 12 | 209 | 10 | 294 | 14 | 226 | 11 | 989 | 12 |
| Language Problem | 66 | 3 | 54 | 3 | 63 | 3 | 66 | 3 | 249 | 3 |
| Refused Screening | 210 | 10 | 196 | 9 | 128 | 6 | 199 | 10 | 733 | 9 |
| Respondent Not Available | 45 | 2 | 38 | 2 | 35 | 2 | 38 | 2 | 156 | 2 |
| Respondent Refuses | 88 | 4 | 63 | 3 | 55 | 3 | 58 | 3 | 264 | 3 |
| Completed Household Interviews | 1541 | 70 | 1542 | 73 | 1523 | 73 | 1500 | 72 | 6106 | 72 |
| Agreed To Accept Diary | 1262 | 57 | 1212 | 58 | 1135 | 54 | 1136 | 54 | 4745 | 56 |
| Accepted Diary --Not Completed | 91 | 4 | 140 | 7 | 107 | 5 | 95 | 3 | 433 | 5 |
| Accepted Diary --Completed | 1171 | 53 | 1072 | 51 | 1028 | 49 | 1041 | 50 | 4312 | 51 |

## D. EXPENDITURE DATA

The primary purpose of the expenditure data collected was to estimate the revenue that accrues to Ontario, and to different regions of Ontario, during qualifying trips. The trips recorded were of many different types:

-- Trips within Ontario;

-- Trips with destinations outside of Ontario;

-- Overnight trips or same-day trips;

-- Trips with stops in more than one region.

The allocation of expenditure for the different types of trip is described below.

For each household trip, total expenditure within Ontario and outside Ontario was collected in the following categories:

-- Automobile;

-- Local transportation;

-- Air/train/bus/ship --Canadian carrier;
--Foreign carrier;

-- Accommodation;

-- Food/Beverage;

-- Recreation/Pleasure;

-- Retail Sales and Miscellaneous.

For trips paid by prepaid package or tour, the total amount of the package was obtained as well as the specific items included in the package.

In order to correctly allocate expenditure as accruing to Ontario, a number of specific edit rules were applied. These are described briefly in the following pages under two headings:

1. Prepaid Package Expenditure;

2. Non-Prepaid Exenditure:

   a) Ontario Destination Travel;

   b) Non-Ontario Destination Travel.

### 1. Prepaid Package Expenditure

a) In order to allocate expenditures made on packages to individual items, it was necessary to determine the ratio of these items to each other. Therefore, for all trips <u>without</u>

prepaid expense, average expenditure per trip was calculated for specific categories of expenditure within classifications of trips. The matrix used was of the following type:

| Expenditure Category: | Same Day Travel Destination | | | | One Or More Nights Travel Destination | | | |
|---|---|---|---|---|---|---|---|---|
| | Ont. | USA | Other Prov. | Other Country | Ont. | USA | Other Prov. | Other Country |
| Automobile | X | X | X | X | X | X | X | X |
| Air, Train, Bus, Ship | X | | | | | | | |
| --Canadian Carrier | X | | | | | | | |
| --Foreign Carrier | X | | | | | | | |
| Accommodation | X | | | | | | | |
| Food/Beverage | X | | | | | | | |
| Recreation/ Pleasure | X | | | | | | | |

b) For all trips with prepaid package the total number of trips in each of the above cells was determined.

c) Using the average expenditure per trip determined in (a) above a total expenditure value for each category and in total was calculated for all trips with prepaid package.

d) The derived category expenditure distribution obtained in (c) was then applied to the total dollar value given for the various duration/destination categories of trips with prepaid package.

e) Itemized prepaid expenditure derived in (d) above was allocated as follows:

**Ontario Destination Travel**

-- air/train/bus/ship--Canadian Carrier expenditure was assigned to region of origin.

-- all other expenditure items were assigned to regions of main destination (or further point).

**Non-Ontario Destination Travel**

-- air/train/bus/ship--Canadian Carrier expenditure was assigned to Ontario region of origin.

-- all other expenditure items were assigned to either USA, other province or other country, by items.

**2. Non-Prepaid Expenditure**

**a) Ontario Destination Travel**

**Automobile**

Automobile expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario destination regions. For same day travel (0 person-nights), the expenditure was assigned to the region of origin.

**Local Transportation**

-- expenditure was assigned to region of main destination (or furthest point).

**Air/Train/Bus/Ship**

-- Canadian carrier expenditure was assigned to region of origin.

**Accommodation**

-- accommodation expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions.

**Food/Beverages**

-- food and beverage expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. For same-day travel (0 person-nights), the expenditure accrues to the region of main destination (or furthest point).

**Recreation/Pleasure**

-- expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. Same day travel expenditure accrues to the region of main destination (or furthest point).

**Retail/Other Miscellaneous**

-- expenditure was assigned to region of main destination (or furthest point.

b) **Non-Ontario Destination Travel**

**Automobile**

-- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure was also in Ontario, it was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, the expenditure accrued to the Ontario region of origin.

**Local Transportation**

-- expenditure assigned to region of main destination (USA, Other Province, Other Country).

**Air/Train/Bus/Ship**

-- if Canadian Carrier indicated, expenditure was assigned to Ontario region of origin.

- if Foreign Carrier indicated, any expenditure made in Ontario or outside Ontario was assigned to USA or Other Country main destination.

**Accommodation**

-- expenditure outside of Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure also in Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions.

**Food/Beverage**

-- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure was also in Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, it was assigned to a separate destination category "Ontario Unspecified.

**Recreation/Pleasure**

-- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure was also in Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, it was assigned to a separate destination category "Ontario Unspecified".

**Retail/Other Miscellaneous**

- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).
- if expenditure was also in Ontario, it was assigned to a separate destination category "Ontario Unspecified".

Total amount accruing to "Ontario Unspecified" category was allocated to Travel Association Areas 1, 2, 6, 7, 9, 10, 11, 12, according to these rules:

- determined total same day expenditure (excluding pre-paid package expenditure) for each of Food/Beverage, Recreation/Pleasure, and Retail/Miscellaneous items, and on Ontario destination trips only, for each of the above given travel areas.
- determined percentage split of each expenditure item separately, amongst the given travel areas.
- allocated expenditures indicated for Food/Beverage, Recreation/Pleasure and Retail/Other Miscellaneous, according to percentage split amongst given travel areas.

## E. WEIGHTING AND ESTIMATING PROCEDURES

### 1. The General Model

The objective is to provide trip and expenditure estimates for a defined period such as 1982 or a quarter in 1982. The simplest conceptual method is to calculate the average number of trips per household per month, multiply by the number of households in Ontario, and multiply by the months in the time period being estimated, i.e.:

| Average H/H Trips/Month | x | Ont. H/H Population | x 12 | = | Estimate of 1982 trips. |
|---|---|---|---|---|---|

As

| Average Trips/Month | = | Total Trips/Mo. Sample of H/H/'s | and | Ontario Pop. Sample H/H | = | Population Projection Factor, |
|---|---|---|---|---|---|---|

the estimation procedure becomes:

Total Trips/H/H x Population Projection x 12 = 1982 Trips.

### 2. Special Factors

There are some special factors specific to the Ontario Travel Study that have to be taken into account when applying the estimating model.

i) Data were collected during 1982 with 12 monthly samples. The January to November samples reported for a two-month period and the December sample for December only. This means that there are data for each of the calendar months from two-monthly samples, except for January. To balance the data by month, the January data from the January sample were duplicated to create a "phantom" set of data for January, as if there had been a December 1981 sample reporting for the second month (January, 1982).

ii) After the creation of the phantom January sample, we had 24 separate months of data and 13 separate samples of households (12 monthly samples + phantom). To obtain a correct estimate of average trips per household per month requires equal numbers of monthly trip data and samples. Thus, as the data stand they would over-estimate trips by a factor of 24 ÷ 13.

To correct for this, the estimation model becomes for a year:

Trips x H/H Projection Factor x 12 x $\frac{13}{24}$

= Trips x H/H Projection Factor x 6.5.

For estimates of other time periods, such as a quarter, the time period correction factor will change. This is illustrated below for a quarter.

For a typical quarter, the samples and data months will be as follows:

| | Monthly Samples | | | |
|---|---|---|---|---|
| | $M_0$ | $M_1$ | $M_2$ | $M_3$ |
| First Data Month | | X | X | X |
| Second Data Month | X | X | X | |

For a quarter of months $M_1$, $M_2$ and $M_3$ we have 4 monthly samples and 6 sets of monthly data. This means that trips will be over-estimated by a factor of $6 \div 4$. Therefore, the estimation model becomes:

Trips x H/H Projection Factor x 3 (months) x $\frac{4}{6}$

= Trips x H/H Projection Factor x 2.

The data for the estimating model are obtained after a number of weighting procedures designed to equalize the samples by month and reflect the known demographics of Ontario are applied. Each stage is described below.

3. Best Estimates Of Aggregate Trips

1. Equalizing Monthly Sample Sizes

The estimating model requires that each of the monthly samples is of equal size. Therefore, the first stage of sample adjustment was to equalize all monthly samples. This was done by standardizing across the year to a figure of 350 households per month.

For each interviewing month, a correction factor was calculated to bring the actual monthly sample size to a weighted sample size of 350. The actual sample sizes and adjustment factors are as follows:

| Month | Sample | Weight | Month | Sample | Weight |
|---|---|---|---|---|---|
| Jan. | 444 | 0.7883 | July | 355 | 0.9859 |
| Feb. | 382 | 0.9162 | Aug. | 322 | 1.0870 |
| Mar. | 345 | 1.0145 | Sept. | 351 | 0.9972 |
| Apr. | 381 | 0.9186 | Oct. | 350 | 1.0000 |
| May | 341 | 1.0264 | Nov. | 347 | 1.0086 |
| June | 350 | 1.0000 | Dec. | 344 | 1.0174 |

## 2. Correlating For Regional Imbalance

The initial sample was drawn proportionate to population with geographic regions of the province as a stratification in the EA file. The proportion of the sample in each region was influenced by two factors:

a) Differential response rates.

b) The sample was drawn on the basis of 1976 Census data but for estimating purposes, the 1981 Census data had become available.

The weights for regional correction are:

| Region | Weight |
|---|---|
| Southwestern | 0.78 |
| Festival Country | 1.05 |
| Georgian Lakelands | 0.79 |
| Metro Toronto | 1.42 |
| Central Ontario | 0.97 |
| Ontario East | 0.77 |
| Ontario North | 0.88 |

## 3. Adjustment For Household Composition

A special analysis was obtained from the 1981 Census showing, in total, and for each region, the household composition in terms of number of adults (15+) and number of children (under

15). The variation between regions was found to be small and, therefore, the sample data were adjusted by ratio weighting to a matrix of 9 cells as shown below, based on the total province. Weights are as follows:

| | Number of Children | | | |
|---|---|---|---|---|
| Number of Adults: | 0 | 1 | 2 | 3+ |
| 1 | 2.14 | 1.40 | | |
| 2 | 1.01 | 0.84 | 0.78 | 0.83 |
| 3+ | 0.77 | 0.85 | 0.84 | |

4. **Projection To Population**

The target population is all households in Ontario. As the study was conducted throughout 1982, we have used our estimate of total households as of June 1982. This estimate was calculated using the 1981 Census data and other Statistics Canada information. We calculate that the number of households increased by 1.39 per cent between June 1981 and June 1982, giving an estimated household population of 3,010,000.

The expansion factor for the annual data is 0.66154.

## F. SAMPLING ERROR

The accuracy of estimates derived from surveys is influenced by two main factors:

a) Sampling errors;

b) Methodological factors such as bias, missed reporting, non-response, etc.

If the second type are assumed to be small, the confidence levels for particular parameters in a survey can be calculated mathematically. One specific check on response bias was possible. At the recruitment interview, people were asked for overnight trips by people in the household taken in the previous month. Thus, their data could be examined for people who completed the diary and those that did not. The difference was small, with non-diary completers having slightly lower estimates.

### 1. Variance Formula

To estimate the sampling errors in the Ontario Travel Study, a variance formula has been derived. It takes into consideration the twelve independent monthly subsamples and the two-month reporting period employed in the survey design.

The variance formula is shown using the following notations:

Let the monthly subsamples be denoted by $i = 0, 1, 2, \ldots 12$, where $i = 0$ represents the phantom December sample.

Also let

$X_i$ = total trips reported in the first reporting month for the i-th subsample after applying the first two stages of weighting*;

$Y_i$ = similar definition as above for the second reporting month;

$VX_i$ = variance of the trip figures in the household population for the first reporting month for the i-th sample;

$VY_i$ = similar definition as $VX_i$ for the second reporting month;

$N_i$ = weighted sample size for the i-th subsample;

$C_i$ = covariance of the reported values between the two months for the i-th subsample.

* Refer to section Estimation Procedure.

The annual estimate of total number of trips (T) is

$$T = \frac{3010}{4550} \times \frac{13}{24} \times 12 \times \left[ \sum_{1}^{12} Xi + \sum_{0}^{11} Yi \right]$$

$$= 4.3 \times \left[ \sum_{1}^{12} Xi + \sum_{0}^{11} Yi \right]$$

The sampling variance of T is

$$V(T) = (4.3)^2 \times \left[ \sum_{1}^{12} VXiNi + \sum_{0}^{11} VYiNi + 2 \sum_{1}^{11} CiNi \right]$$

Estimates for quarterly totals can be computed by inserting the appropriate indices representing the subsamples for a specific quarter into the three summation signs. For example, estimate for the first quarter total (Ti) is

$$Ti = 4.3 \times \left[ \sum_{1}^{3} Xi + \sum_{0}^{2} Yi \right]$$

The corresponding sampling variance is

$$V(Ti) = (4.3)^2 \times \left[ \sum_{1}^{3} VXiNi + \sum_{0}^{2} VYiNi + 2 \sum_{1}^{2} CiNi \right]$$

## 2. Sampling Tolerances

Sampling errors for annual estimates and estimates of a typical quarter have been computed and are shown below. The formula used was:

$$\% \text{ confidence interval} = \pm \frac{2\sqrt{V(T)}}{T} \times 100\%$$

This provides a 95% confidence level, i.e., there is a 95% chance that the true figure will not fall outside the estimated value ± the

confidence level.

The tables can be used to approximate percentage errors for items not shown. For example, 9.67% of the annual total household trips were made to Non-Ontarian destinations. Although not computed its confidence interval can be approximated by dividing the percentage error of the overall total household trips by the square root of 0.0967. Example:

Confidence interval of total household trips = 4.1%

For Non-Ontario trips $4.1 \div \sqrt{0.0967} = 13.2\%$

## CONFIDENCE INTERVALS: 95% CONFIDENCE LEVEL

| | Household Trips | | Person Trips | |
|---|---|---|---|---|
| | Annual | Quarter | Annual | Quarter |
| | ±% | ±% | ±% | ±% |
| ALL TRIPS | 4.1 | 8.1 | 4.4 | 8.8 |
| ONTARIO DESTINATIONS | 4.4 | 8.9 | 4.2 | 9.6 |
| **Region:** | | | | |
| Southwestern | 11.6 | 22.5 | 13.1 | 24.4 |
| Festival Country | 9.3 | 19.1 | 10.0 | 21.6 |
| Georgian Lakelands | 10.3 | 22.9 | 11.3 | 25.0 |
| Metro Toronto | 9.7 | 21.4 | 10.3 | 20.1 |
| Central Ontario | 10.2 | 23.1 | 10.7 | 24.3 |
| Ontario East | 13.4 | 26.2 | 14.2 | 28.4 |
| Ontario North | 14.1 | 34.9 | 13.4 | 35.4 |
| **Trips:** | | | | |
| 50+ Miles | 4.7 | 9.9 | 5.0 | 10.9 |
| 100+ Miles | 5.8 | 13.7 | 6.3 | 13.8 |

# APPENDIX V

## HOUSEHOLD QUESTIONNAIRE

## TRIP DIARY

HOUSEHOLD QUESTIONNAIRE

LOCATION NUMBER: |_|_|_|_|_| HOUSEHOLD NUMBER: |_|_|

(ALL RESPONDENTS)

1. Have you been a resident here for more than four weeks?

YES ..... 22-1

NO ..... 2 USE SPECIAL INSTRUCTIONS FOR QUESTION 3-a) AND 4-a)

2. Including yourself, how many people live in this household aged 15 years or more?

TOTAL HOUSEHOLD MEMBERS 15 YEARS OR MORE: |_|_| 23-24-

3-a) Have there been any trips taken by members of your household 15 and over which involved any overnight stays during the last month--that is, since this date last _____ (SPECIFY MONTH)?

-b) (IF YES) How many such trips have there been? A person travelling alone counts as one trip. If two or more household members travel together, this also counts as one trip.

NUMBER OF TRIPS: |_|_| 25-26-

(IF NO, RECORD "00" ABOVE AND GO TO QUESTION 5)

(ALL OVERNIGHT TRIP TAKERS)
I would now like to get some further information about these trips.

Beginning with the most recent trip ...

4-a) (HAND CARD) What was the distance from your home to the furthest destination? (RECORD BELOW)

-b) Was the main purpose of this trip, work or was it some other reason? (RECORD BELOW)

-c) (IF MAIN PURPOSE WORK) Was this trip part of a sales call or while working as a crew? (RECORD BELOW)

-d) Including yourself, how many persons 15 years and older, now living in this household, went along on that trip? (RECORD NUMBER BELOW)

(REPEAT QUESTIONS 4-a) TO -d) FOR UP TO 3 MOST RECENT TRIPS.)

"And for the overnight trip before that ...?"

| | OVERNIGHT TRIPS | | |
|---|---|---|---|
| | MOST RECENT | SECOND MOST RECENT | THIRD MOST RECENT |
| -a) DISTANCE TO FURTHEST DESTINATION: | | | |
| Less Than 25 Mi./40 km | 27-1 | 32-1 | 37-1 |
| 25 To 49 Mi./40 To 79 km | 2 | 2 | 2 |
| 50 To 99 Mi./80 To 159 km | 3 | 3 | 3 |
| 100 Mi./160 km And Over | 4 | 4 | 4 |
| -b) MAIN PURPOSE OF TRIP: | | | |
| Work ..... (GO TO -c) | 28-1 | 33-1 | 38-1 |
| Other .... (GO TO -d) | 2 | 2 | 2 |
| -c) TYPE OF WORK TRIP: | | | |
| Yes--Sales/Crew | 29-1 | 34-1 | 39-1 |
| No--Other | 2 | 2 | 2 |
| -d) H/H MEMBERS 15 YRS. OR MORE IN PARTY: | 30-31- |_|_| | 35-36- |_|_| | 40-41- |_|_| |

ALL RESPONDENTS



5. To obtain an accurate measure of the trips that people living in Ontario make within and outside the province, we are asking households to keep a diary that we provide. In it you will record information on any longer trips that you or other people in this household may make. I will call back in two months' time to collect the diary and deal with any problems. Of course, we realize that some households may not take any trips during this time while others may take several trips. The information you provide will be very useful in planning good travel facilities for the people of Ontario.

(EXPLAIN LUCKY DRAW) As a small token of our appreciation for the important contribution people in Ontario will make to this project, we plan to run a lucky draw. Everyone who keeps a trip diary, whether any trips were taken or not, will have a chance to win a cash prize of $300.00.

The odds for this cash prize are excellent as only about 300 people will be entered in the draw. About three weeks after pick-up of the diary, the winner will be notified by telephone and asked to complete a simple skill testing question.

(ANSWER ANY QUERIES AS OUTLINED IN THE MANUAL.)

RESPONDENT AGREES TO ACCEPT DIARY ..... 42- [1 GO TO DIARY INSTRUCTIONS]

RESPONDENT WILL NOT AGREE ..... [2 SEE NEXT PAGE]

IF WILL NOT ACCEPT DIARY:

I am sorry that you are unable to complete the diary. We would like to know when we do our analyses whether the people who do accept the diary are typical of all the different households in Ontario. I hope you will answer a few more questions so that we can do that.

6-a) Are there any children under 15 years of age living at home?

YES ..... 43-1

NO ..... [2 GO TO Q. 7]

-b) How many are under 6 years of age? (RECORD BELOW)

-c) How many are 6 to 14 years of age? (RECORD BELOW)

| | -b) UNDER 6 YEARS | -c) 6 TO 14 YEARS |
|---|---|---|
| ONE | 44-1 | 46-1 |
| TWO | 2 | 2 |
| THREE | 3 | 3 |
| FOUR | 4 | 4 |
| FIVE | 5 | 5 |
| SIX | 6 | 6 |
| SEVEN | 7 | 7 |
| EIGHT | 8 | 8 |
| NINE | 9 | 9 |
| TEN | 0 | 0 |
| NONE | 45-0 | 47-0 |

7-a) Are any household members 15 to 17 years?

YES ..... ☐

NO ..... [☐ GO TO Q. 7-b)]

How many are males? (CIRCLE NO.) 48-0 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 49-0 1 2 3 4 5 6 7 8

-b) Are any 18 to 34 years?

YES ..... ☐

NO ..... [☐ GO TO Q. 7-c)]

How many are males? (CIRCLE NO.) 50-0 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 51-0 1 2 3 4 5 6 7 8

-c) Are any 35 to 54 years of age?

YES ..... ☐

NO ..... [☐ GO TO Q. 7-d)]

How many are males? (CIRCLE NO.) 52-0 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 53-0 1 2 3 4 5 6 7 8

-d) Are any 55 years of age or more?

YES ..... ☐

NO ..... [☐ GO TO Q. 8]

How many are males? (CIRCLE NO.) 54-0 1 2 3 4 5 6 7 8

How many are females? (CIRCLE NO.) 55-0 1 2 3 4 5 6 7 8

8. What is the occupation of the chief wage-earner in the household?

OCCUPATION: _____

INDUSTRY: _____ 57/58

| | |
|---|---|
| Retired/Pensioned | 09 |
| Student | 10 |
| Unemployed | 11 |
| Homemaker Only | 08 |

9. Thinking about the year 1981, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of all household members living here added together?

| | | |
|---|---|---|
| LESS THAN $12,000 | A | 59-1 |
| $12,000 - $17,999 | B | -2 |
| $18,000 - $23,999 | C | -3 |
| $24,000 - $29,999 | D | -4 |
| $30,000 - $39,999 | E | -5 |
| $40,000 AND OVER | F | -6 |

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE AND CIRCLE CODE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME

..... 60-1

61/74

END INTERVIEW, THANK RESPONDENT AND RECORD NAME, ADDRESS, TELEPHONE NUMBER OF RESPONDENT ON LAST PAGE.

DIARY ACCEPTERS

TAKE PERSON THROUGH DIARY AS PER MANUAL INSTRUCTIONS.

10. In order to classify our data, I would like to obtain for each person living in this household who is 15 years and over, some background information. To do this, would you please tell me the usual first name of each individual, starting with yourself and then moving from the oldest in the household to the youngest. (RECORD NAMES IN ROW -a) BELOW)

Now, these first questions will concern yourself.
(RECORD SEX OF RESPONDENT, THEN BEGIN BY ASKING AGE UNDER PERSON LETTER "A")

(IF MORE THAN ONE PERSON IN HOUSEHOLD)

And now, considering _____ (READ FIRST NAME UNDER PERSON LETTER "B") (AGAIN RECORD SEX AND BEGIN BY ASKING AGE)

(REPEAT -b) TO -e) FOR EACH PERSON LISTED)

8-2

| | | RESPOND-ENT | OTHER H/H MEMBERS 15 YRS. AND OVER OLDEST TO YOUNGEST | | | | | |
|---|---|---|---|---|---|---|---|---|
| -a) | USUAL FIRST NAME (SPECIFY) | | | | | | | |
| | PERSON NUMBER | 9-A | 15-B | 21-C | 27-D | 33-E | 39-F | 45-G | 51-H |
| -b) | SEX: MALE ..... | 10-1 | 16-1 | 22-1 | 28-1 | 34-1 | 40-1 | 46-1 | 52-1 |
| | FEMALE ... | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 |
| -c) | AGE: RECORD YEARS | 11/12 | 17/18 | 23/24 | 29/30 | 35/36 | 41/42 | 47/48 | 53/54 |
| -d) | EMPLOYMENT STATUS: (READ LIST IF NECESSARY) | | | | | | | | |
| | WORK FULL-TIME (30+ Hrs./Wk.) | 13-1 | 19-1 | 25-1 | 31-1 | 37-1 | 43-1 | 49-1 | 55-1 |
| | WORK PART-TIME (Less Than 30 Hrs.) | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 |
| | NOT EMPLOYED ☐ | | | | | | | | |
| | Retired, Pensioned | -3 | -3 | -3 | -3 | -3 | -3 | -3 | -3 |
| | Student | -4 | -4 | -4 | -4 | -4 | -4 | -4 | -4 |
| | Unemployed | -5 | -5 | -5 | -5 | -5 | -5 | -5 | -5 |
| | Homemaker Only | -6 | -6 | -6 | -6 | -6 | -6 | -6 | -6 |
| -e) | EDUCATION: (Highest Level) | | | | | | | | |
| | Public/Elementary | 14-1 | 20-1 | 26-1 | 32-1 | 38-1 | 44-1 | 50-1 | 56-1 |
| | Secondary/High | -2 | -2 | -2 | -2 | -2 | -2 | -2 | -2 |
| | Post-Secondary (Non-University) | -3 | -3 | -3 | -3 | -3 | -3 | -3 | -3 |
| | University | -4 | -4 | -4 | -4 | -4 | -4 | -4 | -4 |

11. What is the occupation of the chief wage-earner?

OCCUPATION: _____ 57/58

INDUSTRY: _____

Retired, Pensioned ..... 09
Student ..... 10
Unemployed ..... 11
Homemaker Only ..... 08

12. Thinking about the year 1981, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of all household members living here added together?

| | | |
|---|---|---|
| LESS THAN $12,000 | A ..... | 59-1 |
| $12,000 - $17,999 | B ..... | -2 |
| $18,000 - $23,999 | C ..... | -3 |
| $24,000 - $29,999 | D ..... | -4 |
| $30,000 - $39,999 | E ..... | -5 |
| $40,000 AND OVER | F ..... | -6 |

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE AND CIRCLE CODE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME

..... 60-1

13-a) Are there any children under 15 years of age in the household?

YES ..... 61-1
NO ..... 2

(IF YES)

-b) How many are under 6 years of age? |_|_| 62- 63-

-c) How many are 6 to 14 years of age? |_|_| 64- 65-

66/74

---

NAME: _____

ADDRESS: _____

_____ _____

TELEPHONE NO. _____

TRIP DIARY

## YOUR TRIP DIARY

This diary is for recording trips taken by any member of your household who is 15 years or older.

For this survey, a trip means anytime you or any member of your household travels to a place at least 25 mi/40 km (one way) from your permanent residence.

The following types of trips should not be included in this study even if they meet the minimum distance requirement.

- commuting to school or work
- travelling as an operator or crew member
- sales calls or deliveries
- moving to a new residence

Include in your household diary all trips that end during

_____ and _____, 1982

Include trips of this distance that involve overnight stays as well as those that do not. Make sure that you include trips of this distance to places such as a cottage, farm, chalet. Also, don't forget to include trips outside of the province as well as those within.

For the purpose of recording which household members, 15 years and over, went on a trip, please use the diary code indicated below.

### DIARY CODE FOR HOUSEHOLD MEMBERS 15 YEARS AND OVER

| | Usual First Name of Household Member 15+ | Diary Code-Person Letter |
|---|---|---|
| Diary Keeper | _____ | A |
| Other H/H Members 15+ | | |
| Oldest | _____ | B |
| | _____ | C |
| | _____ | D |
| | _____ | E |
| | _____ | F |
| | _____ | G |
| Youngest | _____ | H |

For Office Use Only:

Location (1 5) H/H (6 7) 8-3

1 TRIP NO. [9] DAY OF WEEK TRIP STARTED (S M T W T F S) [11] 1 2 3 4 5 6 7 DATE TRIP STARTED DAY [12] MONTH [14] DATE TRIP FINISHED DAY [16] MONTH [18]

2 MAIN DESTINATION
IF MORE THAN ONE ENTER THE ONE FURTHEST FROM HOME
(NEAREST) CITY/TOWN _____ PROVINCE / U.S. STATE _____
COUNTRY _____
[20] [25]

3 DISTANCE FROM YOUR HOME TO ABOVE DESTINATION (CIRCLE CODE) [28]
1 25-49mi./40-79 km.
2 50-99mi./80-159 km.
3 100-199mi./160-320 km.
4 200-499 mi./321-804 km.
5 500-999 mi./805-1609 km.
6 1000 mi./1609 km. and over

4 HOUSEHOLD MEMBERS ON TRIP
Persons 15 Years And Over (Which Ones?) [29] A [30] B [31] C [32] D [33] E [34] F [35] G [36] H
Persons Under 15 Years (How many?) [37] ___ IF NONE WRITE '0'

5 TRIP PURPOSE

| | Visiting Friends Or Relatives | Convention | Other Business | Shopping | Personal Business | Recreation/ Pleasure |
|---|---|---|---|---|---|---|
| Main Purpose (CIRCLE ONE ONLY) | 38 1 | 2 | 3 | 4 | 5 | 6 |
| Other Purpose(s) (CIRCLE AS MANY AS APPLY) | 39 1 | 40 1 | 41 1 | 42 1 | 43 1 | 44 1 |

IF NO 'OTHER PURPOSE' CHECK BOX ☐

6 ACTIVITIES ENGAGED IN BY HOUSEHOLD MEMBERS ON TRIP IN OR AROUND AREA OF MAIN DESTINATION

| CIRCLE AS MANY AS APPLY | Participated In Outdoor Or Sporting Activity | ATTENDED: Sporting Events | ATTENDED: Live Theatre Dance or Music Concert | Went Shopping | VISITED: Museums, Galleries | VISITED: Historical Sites | VISITED: Exhibitions, Fairs, Special Events | VISITED: Attractions, Zoos, Amusement Parks | Went On Boat Or Rail Tours | Other Activities |
|---|---|---|---|---|---|---|---|---|---|---|
| | 45 1 | 46 1 | 47 1 | 48 1 | 49 1 | 50 1 | 51 1 | 52 1 | 53 1 | 54 1 |

7 TRANSPORTATION

| | Automobile Truck/Van Etc. | AIR: Regularly Scheduled | AIR: Chartered | BUS: Regularly Scheduled | BUS: Chartered | Train | Ship Or Boat | Other |
|---|---|---|---|---|---|---|---|---|
| Main USED TO TRAVEL THE GREATEST DISTANCE (CIRCLE ONE ONLY) | 55 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Other EXCLUDE LOCAL TRANSPORTATION (CIRCLE AS MANY AS APPLY) | 56 1 | 57 1 | 58 1 | 59 1 | 60 1 | 61 1 | 62 1 | 63 1 |

IF NO 'OTHER' METHOD CHECK BOX ☐

8 NIGHTS SPENT AWAY [8-4] [8-5]
NUMBER OF NIGHTS SPENT OUTSIDE OF ONTARIO [9] ___ IF NONE WRITE '00'
NUMBER OF NIGHTS SPENT IN ONTARIO [11] ___ IF NONE WRITE '00' and SKIP TO SECTION 9 TRIP EXPENSES

FOR EACH PLACE STAYED IN ONTARIO

| | 1st CITY/TOWN [13] | 2nd CITY/TOWN [34] | 3rd CITY/TOWN [55] | 4th CITY/TOWN [9] | 5th CITY/TOWN [30] |
|---|---|---|---|---|---|
| a) WRITE (NEAREST) CITY/TOWN | | | | | |
| b) CHECK TYPE(S) OF ACCOMMODATION USED THERE | TYPE(S) USED | TYPE(S) USED | TYPE(S) USED | TYPE(S) USED | TYPE(S) USED |
| c) WRITE NUMBER OF NIGHTS STAYED THERE | NUMBER OF NIGHTS 18/33 | NUMBER OF NIGHTS 39 54 | NUMBER OF NIGHTS 60/75 | NUMBER OF NIGHTS 14/29 | NUMBER OF NIGHTS 35-50 |
| Hotel/Motor Hotel | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Motel | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Resort Lodge | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Commercial Cottage/Cabin | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Camping/Trailer Park | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Outfitter/Outpost | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Private Cottage (For Own Use) | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |
| Stay With Friends/Relatives | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ | ☐ ___ |

9 TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS (CASH OR CREDIT CARD/RECORD IN CANADIAN DOLLARS)

A PREPAID PACKAGE OR TOUR
MUST INCLUDE TWO OR MORE OF THESE SIX ITEMS PREPAID TOGETHER AS A PACKAGE
IF NO PREPAID PACKAGE OR TOUR CHECK BOX ☐ AND GO TO 9B

CIRCLE TYPES OF EXPENSE ITEMS INCLUDED IN PREPAID PACKAGE OR TOUR

| TRANSPORTATION: CANADIAN CARRIER | TRANSPORTATION: FOREIGN CARRIER | TRANSPORTATION: AUTO RENTAL | ACCOMMODATION | FOOD | ENTERTAINMENT |
|---|---|---|---|---|---|
| 51 1 | 52 1 | 53 1 | 54 1 | 55 1 | 56 1 |

TOTAL AMOUNT SPENT FOR PACKAGE OR TOUR [57] $ ___ 00

B EXPENSES WHILE ON TRIP [8-6]
EXCLUDE PREPAID PACKAGE OR TOUR

| | AMOUNT SPENT IN ONTARIO (IF NO MONEY SPENT CHECK BOX ☐) | AMOUNT SPENT OUTSIDE ONTARIO (IF NO MONEY SPENT CHECK BOX ☐) |
|---|---|---|
| Automobile (Includes Rental) | 9 $ ___ 00 | 41 $ ___ 00 |
| Local Transportation (Taxi, Public Transit, Etc.) | 13 $ ___ 00 | 45 $ ___ 00 |
| Air, Train, Bus, Ship | | |
| Canadian Carrier | 17 $ ___ 00 | 49 $ ___ 00 |
| Foreign Carrier | 21 $ ___ 00 | 53 $ ___ 00 |
| Accommodation | 25 $ ___ 00 | 57 $ ___ 00 |
| Food/Beverage | 29 $ ___ 00 | 61 $ ___ 00 |
| Recreation/Pleasure | 33 $ ___ 00 | 65 $ ___ 00 |
| Retail/Other Miscellaneous | 37 $ ___ 00 | 69 $ ___ 00 |
| Total | $ ___ 00 | $ ___ 00 |

73- 1 2 3 4 5
74-
75-